



**Retreat/Workshop Meeting Agenda  
Friday, March 1, 2024, 9:00 AM  
Lake Lanier Olympic Park Boathouse  
3105 Clarks Bridge Road, Gainesville, GA 30506**

---

**PRESENTATIONS:**

- **Administrative Services**
- **Finance**
- **Fire**
- **Community Service Center / WeGo**
- **Chattahoochee Golf Course**
- **Parks & Recreation**
- **Police**
- **City Manager's Office**

**RECAP & DISCUSSION:**

**EXECUTIVE SESSION:**

**ADJOURNMENT:**

Final: Thursday, February 29, 2024, 8:00 AM



# HUMAN RESOURCES

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES



*Thank You*

*from all our  
City of Gainesville Employees*

# ACCOMPLISHMENTS

---



# Employee Retention Efforts

- Creating a happier workforce
- Employee events:
  - In-person Wellness and Safety Fair
  - Annual Employee Appreciation Day
- Onsite benefits presentations on key topics
- Employee giveaways:
  - Quarterly recognizing employees
  - Holiday themed
- Updated/more professional medical clinic
- Pay adjustments due to market

**BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE**

# Talent Acquisition

- The Work-Based Learning Program has been a great success. 7 students - 3 hired full time after internship, 2 are currently working for the fire department and want to go full time after graduation
- North GA Works – 4 working through the program, 1 has been hired with the City FT
- Career fairs ramped up from 1 to 9 (2023)
- First time ever on-site hiring event with HAT was huge success

BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE

GAINESVILLE





# Retirement Portal

---

- Newly released Retirement Portal for Plan A participants
  - Real-time estimates
  - Better planning for retirement
  - Better succession planning for the City

**BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE**

**GAINESVILLE**



# Clinic Renovation

- Worked with Cottrell Inc. and Syfan Logistics to help fund a complete (and much-needed) renovation of the Clinic facilities





# CHALLENGES + OPPORTUNITIES

---

# Recruitment & Retention

---



- Inability to hire qualified people at minimum. To remain competitive, we are offering 15-20% over minimum for all jobs, which is causing compression in other positions
- We are moving away from posting our minimums because we cannot attract applicants
- Training of hiring managers
- Background checks less than desirable
- Finding creative ways to engage and appreciate our current workforce

**BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE**

# Insurance Premium Costs

---

- This is the worst commercial property market in decades with rate increases north of 20%
- Contributing factors:
  - City specific: Vehicle accidents, liability claims, workers' comp claims, recent claims for damage from ice storms in 2022
  - Nationwide: Natural catastrophes, record inflation, worldwide supply chain disruptions and outdated property valuations

**BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE**

**GAINESVILLE**

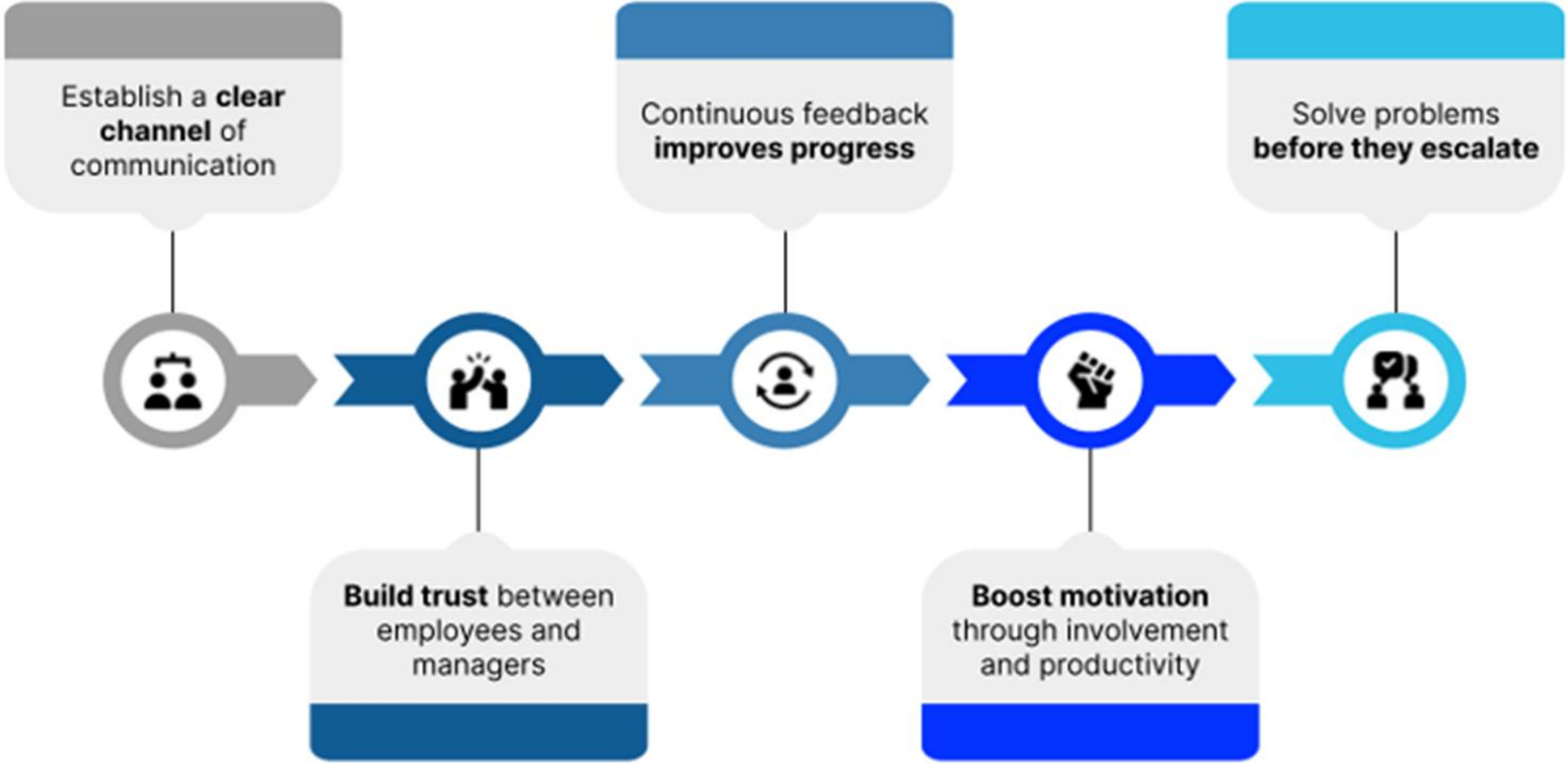


# INITIATIVES

---



# Why are Check-ins Important?





# Stay Interviews

---

- Proactive instead of reactive
- No more exit interviews
- What are we, as a employer, doing right vs. wrong?



# Hiring Manager Training

---

*Finding the best fit*

- How to read applications
- Identifying red flags
- Importance of timeliness
- Importance of communication with candidates
- Making technology work
- Interviewing techniques



# Launch the GET Program

---

- Finding creative ways to educate, engage, connect and encourage all City employees



# Property Valuations

- We are insuring facility property valuations are up to date and covered with adequate insurance limits .
- As valuations change, they will be implemented through a phased-in process.



# Efforts to Reduce Cost of Insurance

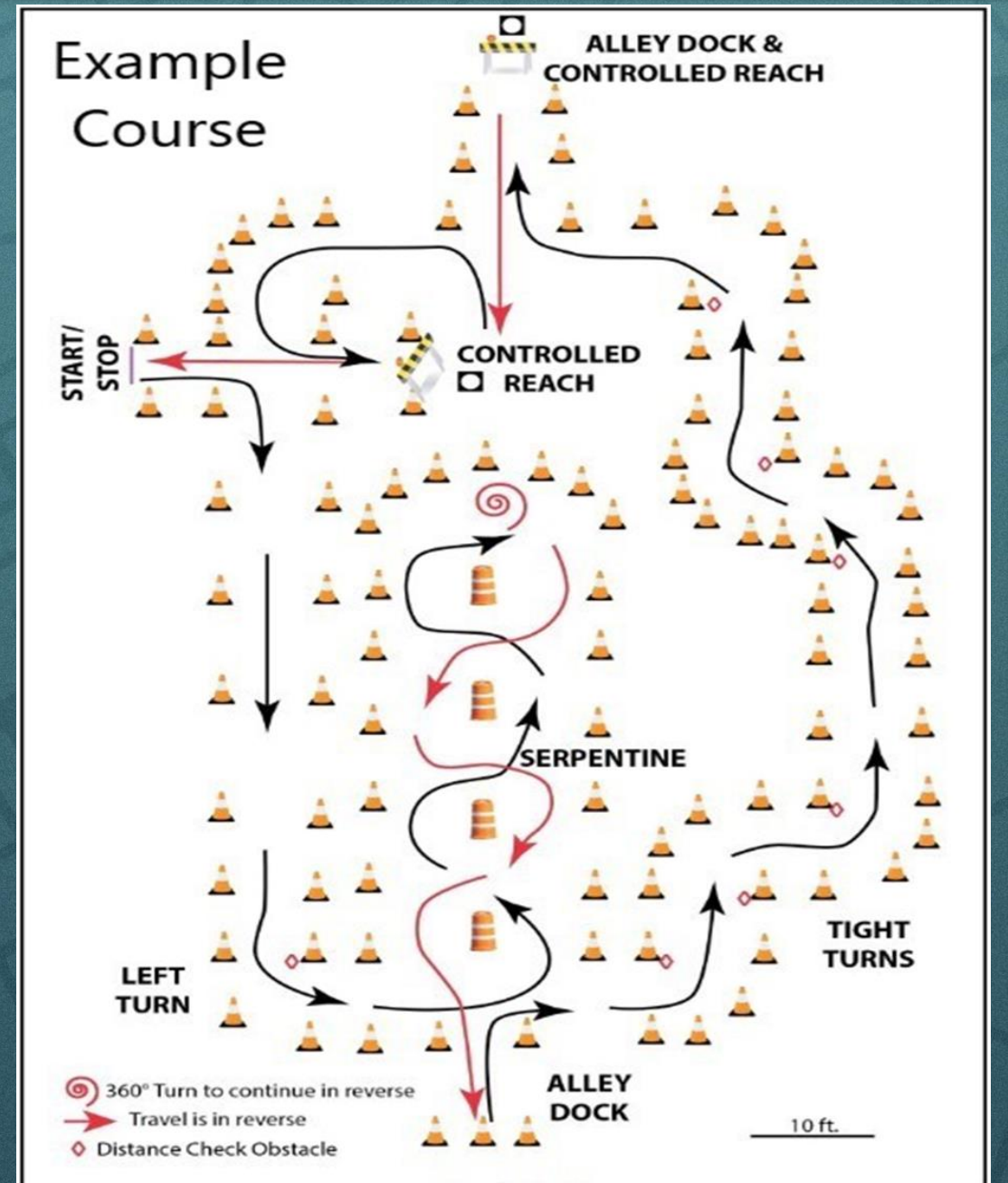


## Equipment Rodeo

The goal of the equipment rodeo is to highlight the importance of safe driving, while also challenging our employees to improve their skill in a fun and competitive way.

# Events and Competitions

- Straight Line
- Back-In Alley Dock
- Serpentine
- Tight Turns
- Offset Alley
- Parallel Parking
- Bottle Neck (Diminishing Clearance)
- Front Stop





# MUNICIPAL COURT

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---



The Standing Committee on Judicial Workload Assessment

recognizes the

**Municipal Court of Gainesville**

for

**CLEARANCE RATE EXCELLENCE**

Thank you for your service and continued efforts to improve the administration of justice in all Georgia Courts through collaboration, innovation, and information.

Judge Robert D. Leonard II  
Chair, JWAC

Cynthia H. Clanton,  
Director, Administrative Office of the Courts



**Judicial Council of Georgia**  
**Chief Justice Michael P. Boggs**

# Organizational Achievement

## Georgia Courts

### Excellence Award Recipient

- Ranked in the top 10% of municipal courts for maintaining exceptional performance
- Maintained case clearance rate of 100% or higher

BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: SOUTH

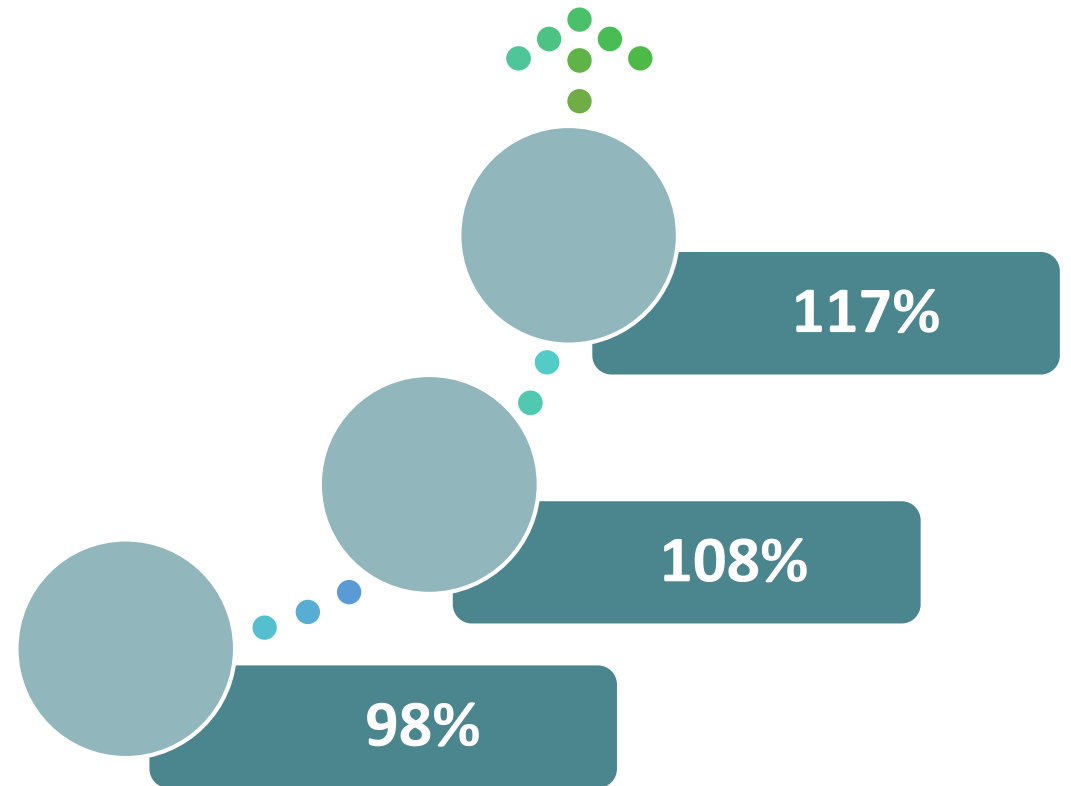
GAINESVILLE

# Case Clearance Rate



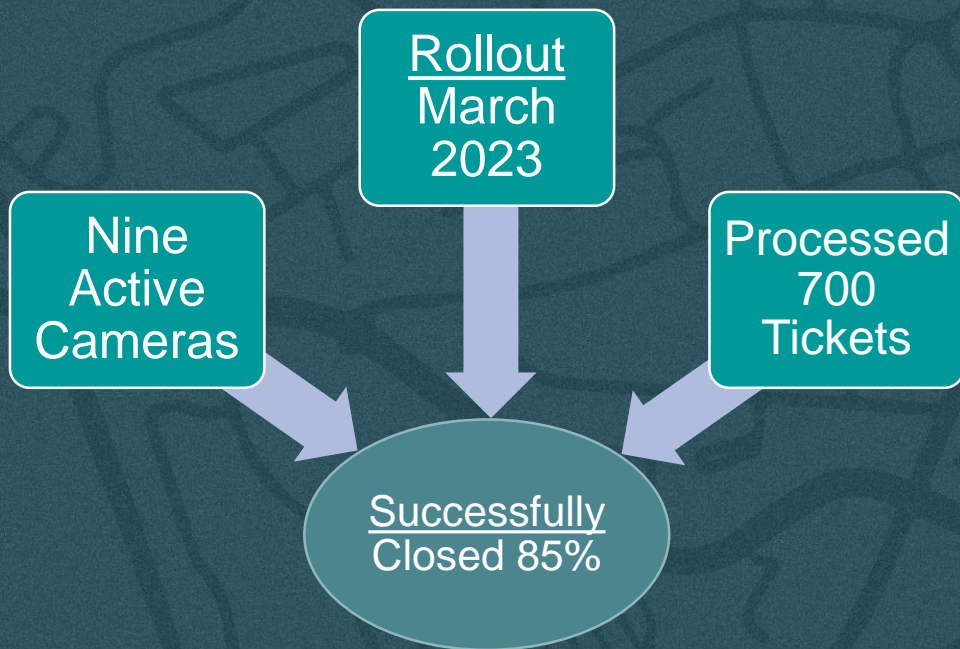
- The clearance rate reflects the ratio between the cases filed and the number disposed of in a given period. A rate over 100% means courts are “catching up” on older cases and managing the current cases.

## BIG JOURNEYS BEGIN WITH SMALL STEPS



# Downtown Parking Year-in-Review

- SafetySticks technology installed this year reduced illegal and dangerous parking behavior, and kept our streets safe.



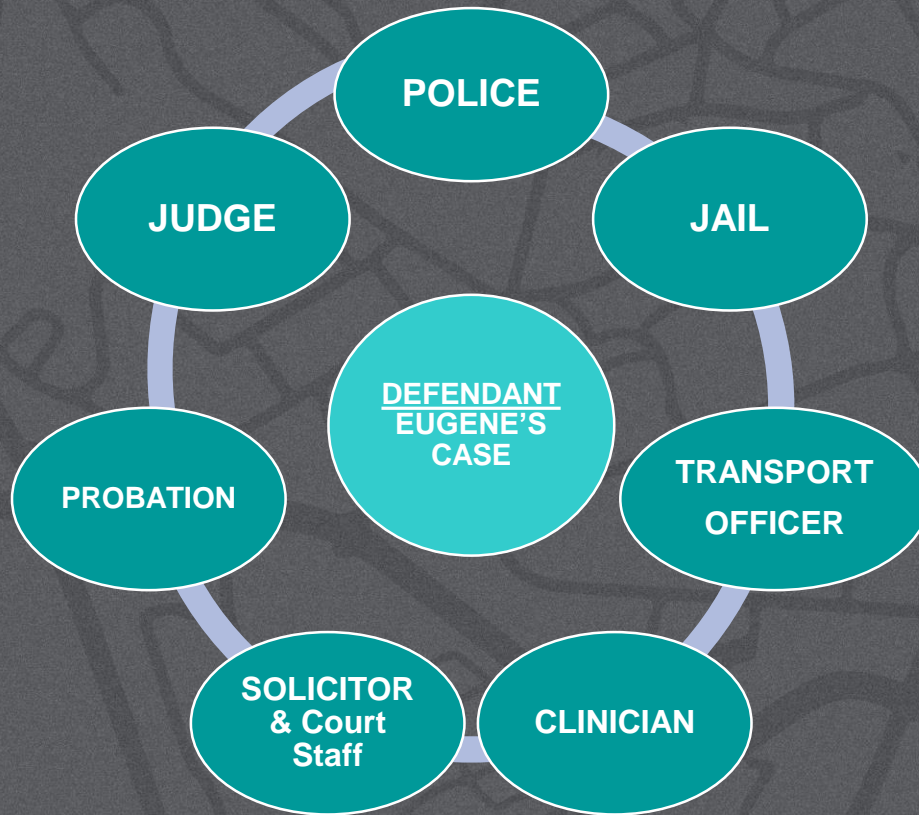
*SAFETYSTICK - PARKING ENFORCEMENT*



# CHALLENGES + OPPORTUNITIES

---

# Solutions to Reduce Recidivism



BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: SOUTH

GAINESVILLE

## The Vicious Cycle

*A Key to Unlocking the Revolving Door*



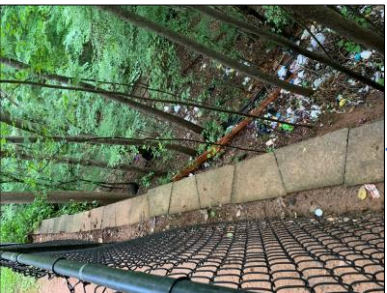
*Book By: Crystal Victoria*

# Legal Case Management

**BEFORE**



**AFTER**



## *Ordinance Processing Techniques*

- Code Enforcement attempts to resolve if unsuccessful
- Mandatory court appearance
- Creative sentence imposed with conditions
- Deadlines & non-compliance hearings
- Probation monitoring until sentence expires
- Achieve successful outcome

# INITIATIVES

---



*Kiosks Check-In Stations*

# Courtroom Technology Self Check-In

---

- Explore different options to improve the check-in process for court sessions, fitting our needs and optimizing efficiency

# Digital Signage

- Streamline and enhance the communication processes for the court in real time, improving the defendants' experience at the payment window
  - Display court dockets
  - Improve customer service
  - Operational information
  - Spotlight courtroom rules and regulations





# INFORMATION TECHNOLOGY

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---

# Digital Cities Survey Top 10 Award Winner



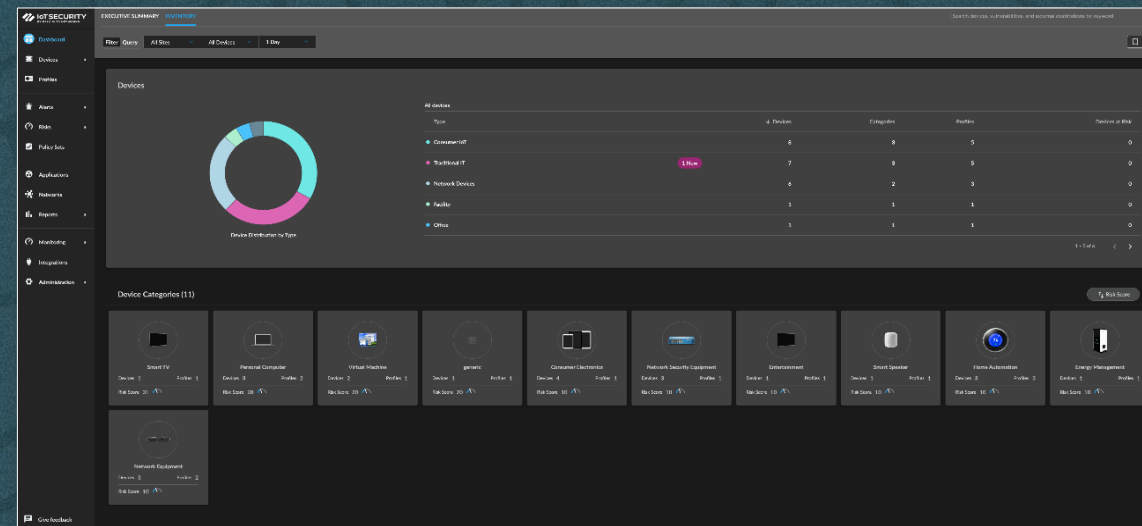
- Recognized by the Center for Digital Government for our efforts to strengthen cybersecurity, enhance transparency and digital equity, and plan for the future of work
- In 2023, we improved our ranking, moving to 8<sup>th</sup> place in our category

# SCADA Overhaul

We have worked closely with DWR to completely overhaul the Supervisory Control and Data Acquisition (SCADA) network – implementing state-of-the-art hardware, security and monitoring.

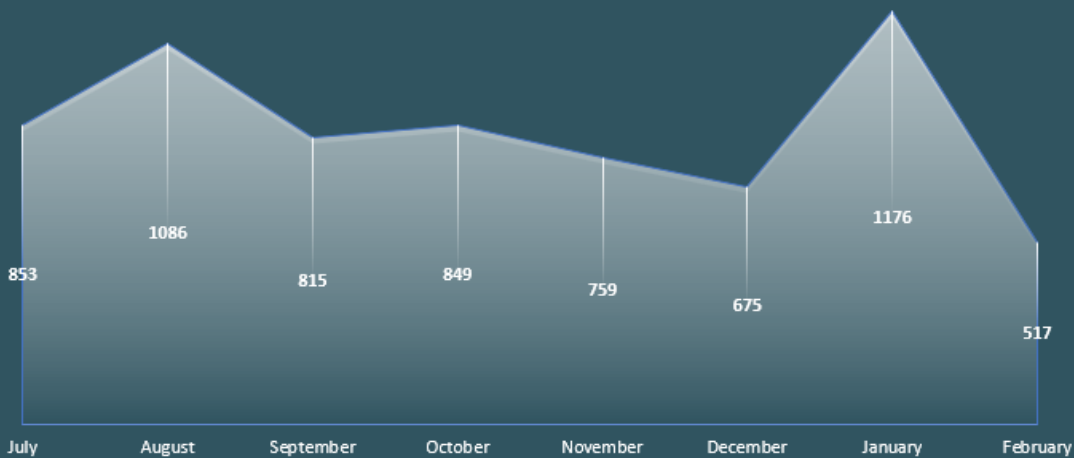
**BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE**

**GAINESVILLE**





SERVICE TICKETS BY MONTH



# Providing High Levels of Support and Customer Service

- From July 2023 until Feb. 19, the team closed 6,730 service tickets
  - Approx. 842 tickets a month
  - Approx. 29 tickets a day
- These are calls for assistance, proactive maintenance, IT projects and purchasing requests

BUDGET PRIORITY: INTERNAL OPERATIONS | STRATEGIC AREA: CITYWIDE



# CHALLENGES + OPPORTUNITIES

---

# Cyber Security Threats

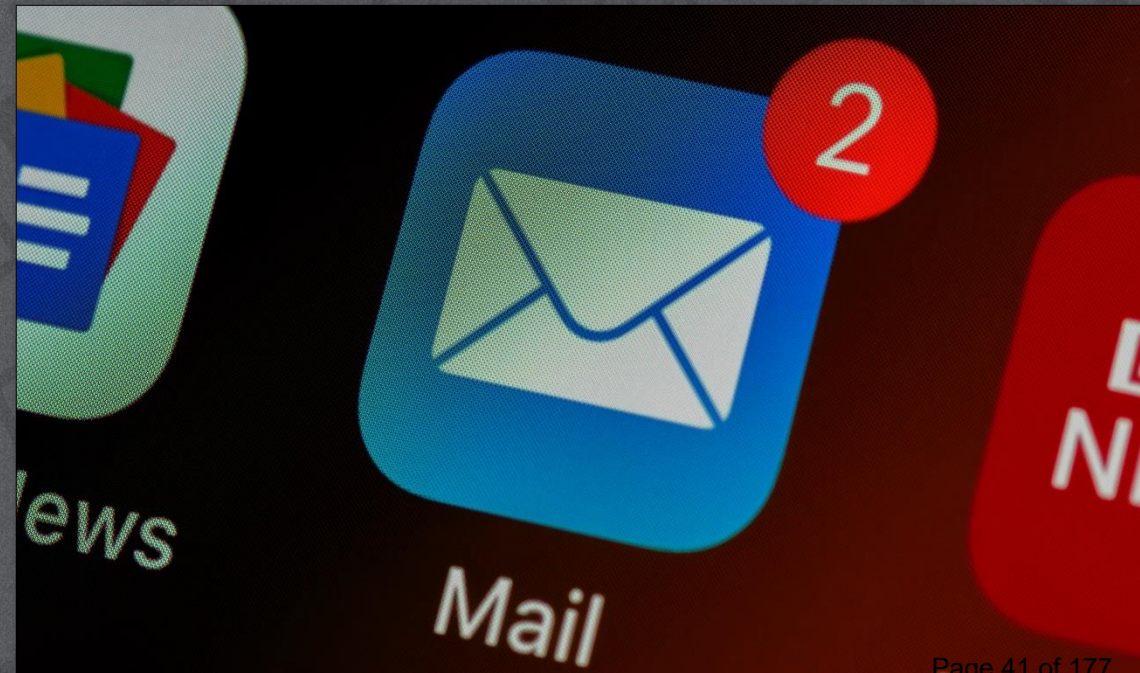
---

- This year more than ever, we've seen an increase in compromised municipalities throughout the country.
- Hackers are also increasingly targeting critical infrastructure, such as water plants.

# Increasing Prices and Shifting Landscape

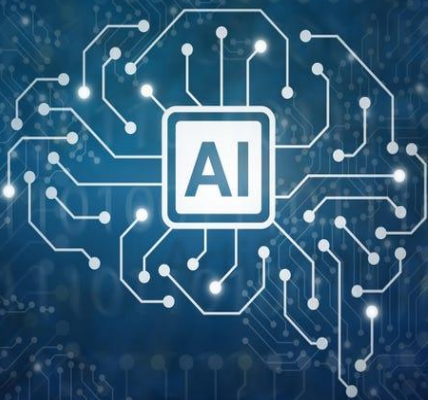
---

- There is a growing push from software providers to move to a cloud-based infrastructure over on-premise. This has led to increases in “legacy” pricing.
- We maintain a proactive stance in exploring cost-effective, scalable options.



# Machine Learning (ML) & Artificial Intelligence (AI)

- The sophistication and use of AI and ML over the past year has greatly increased.
- We are actively taking steps to protect against the latest threats.
- While extremely useful in daily tasks, it's important we protect our private information.



# INITIATIVES

---



# Fiber Infrastructure Maintenance

---

- Gainesville currently has over 1,200 stands of fiber used to provide connectivity across the city.
- This year, we plan to upgrade, trace and perform significant fiber maintenance to increase uptime, and reduce the risk of future fiber cuts or damage.

# Intentional Improvement

---

- As the tech landscape rapidly evolves, we're proactively upgrading our infrastructure and processes to stay ahead.
- We're transitioning to key scalable cloud solutions for improved efficiency, reliability and disaster recovery capabilities.





THANK  
YOU!

---

QUESTIONS? COMMENTS?

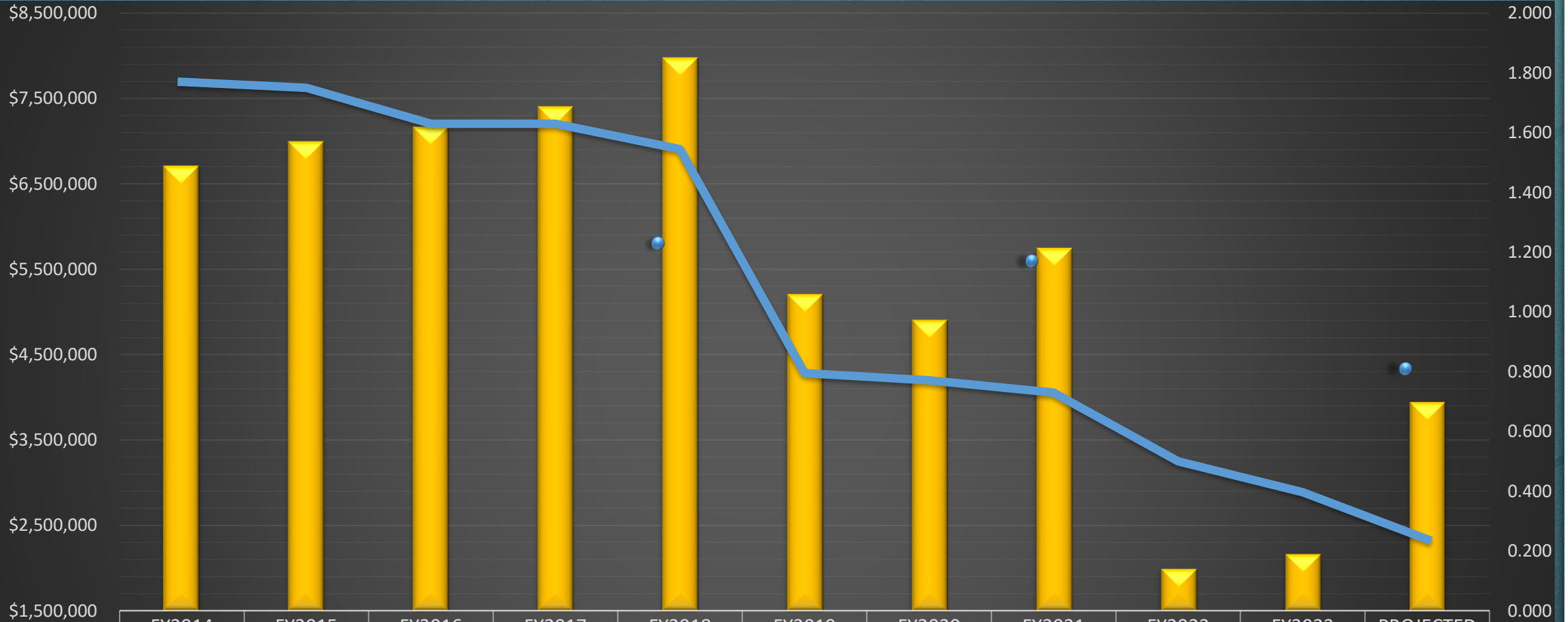


# FINANCIAL SERVICES

---

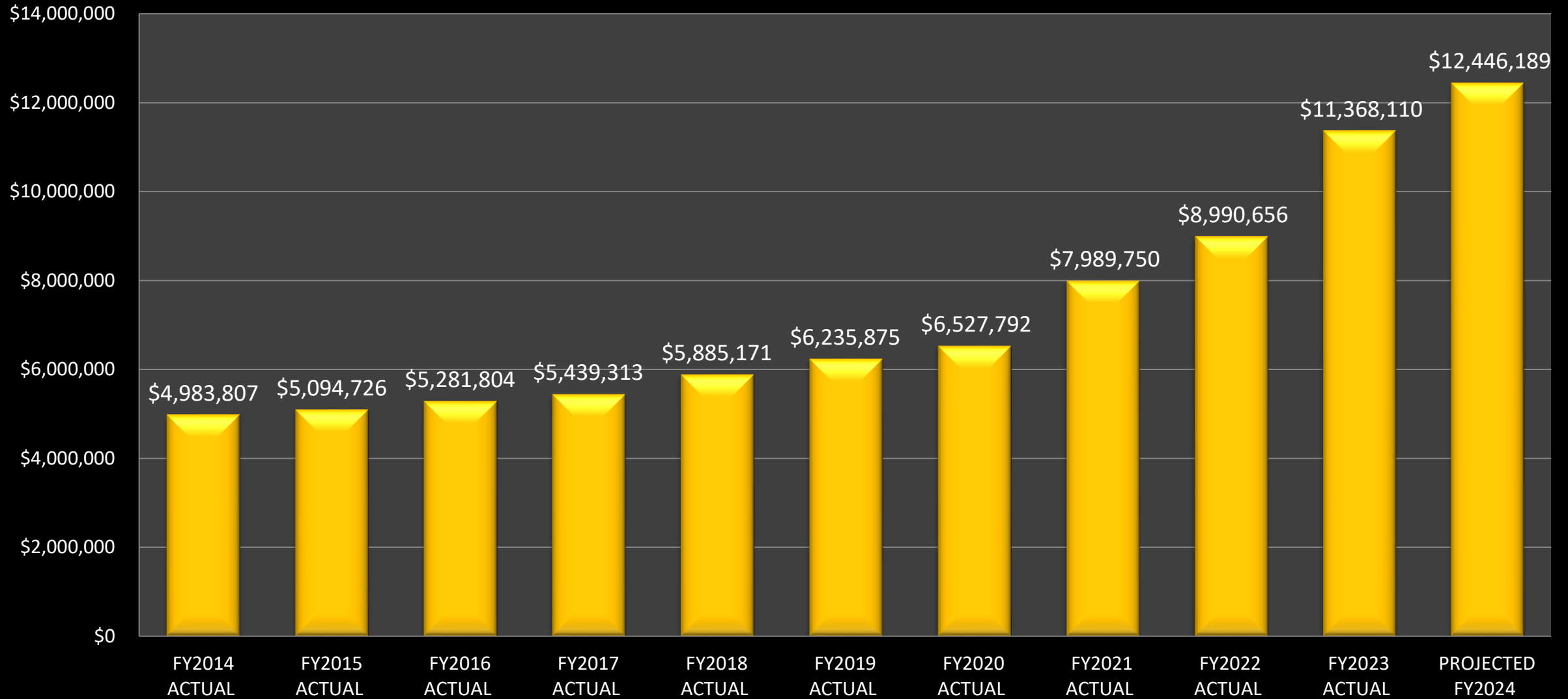
GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# GENERAL FUND PROPERTY TAX REVENUE

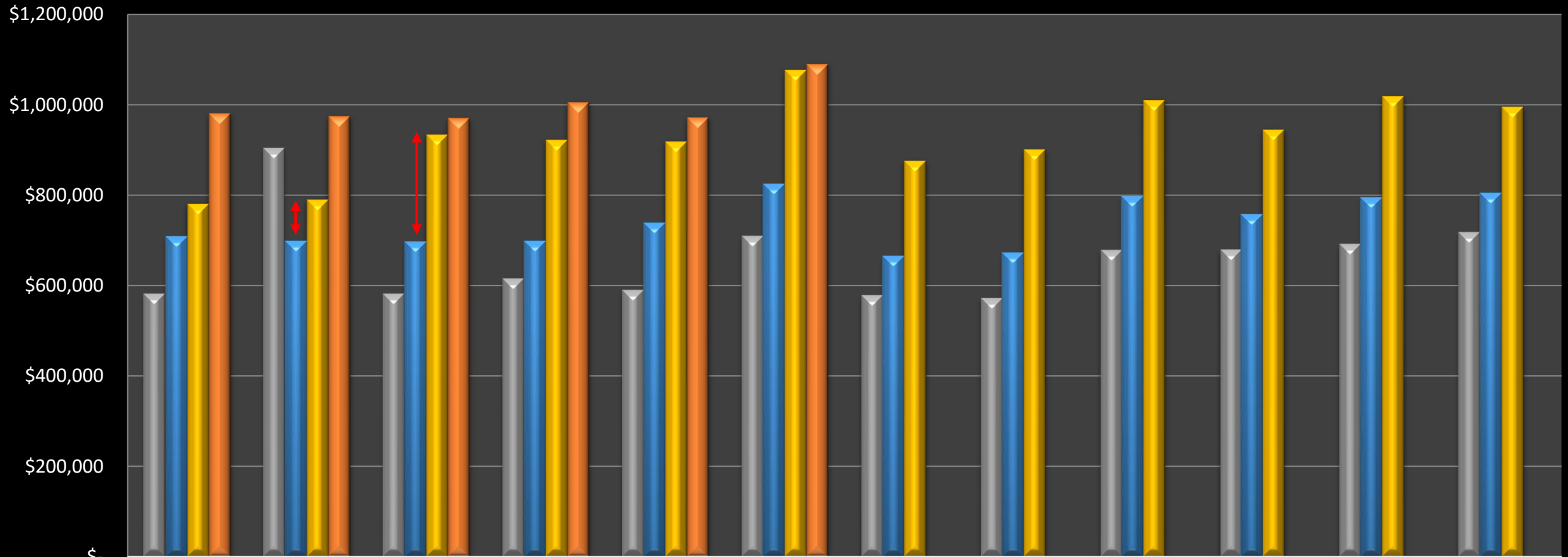


Collections	\$6,709,448	\$6,994,131	\$7,165,083	\$7,401,272	\$7,973,741	\$5,205,871	\$4,903,977	\$5,748,208	\$1,995,223	\$2,166,763	\$3,943,588
Millage Rate	1.770	1.750	1.630	1.630	1.545	0.795	0.771	0.730	0.500	0.397	0.239

# LOCAL OPTION SALES TAX REVENUE

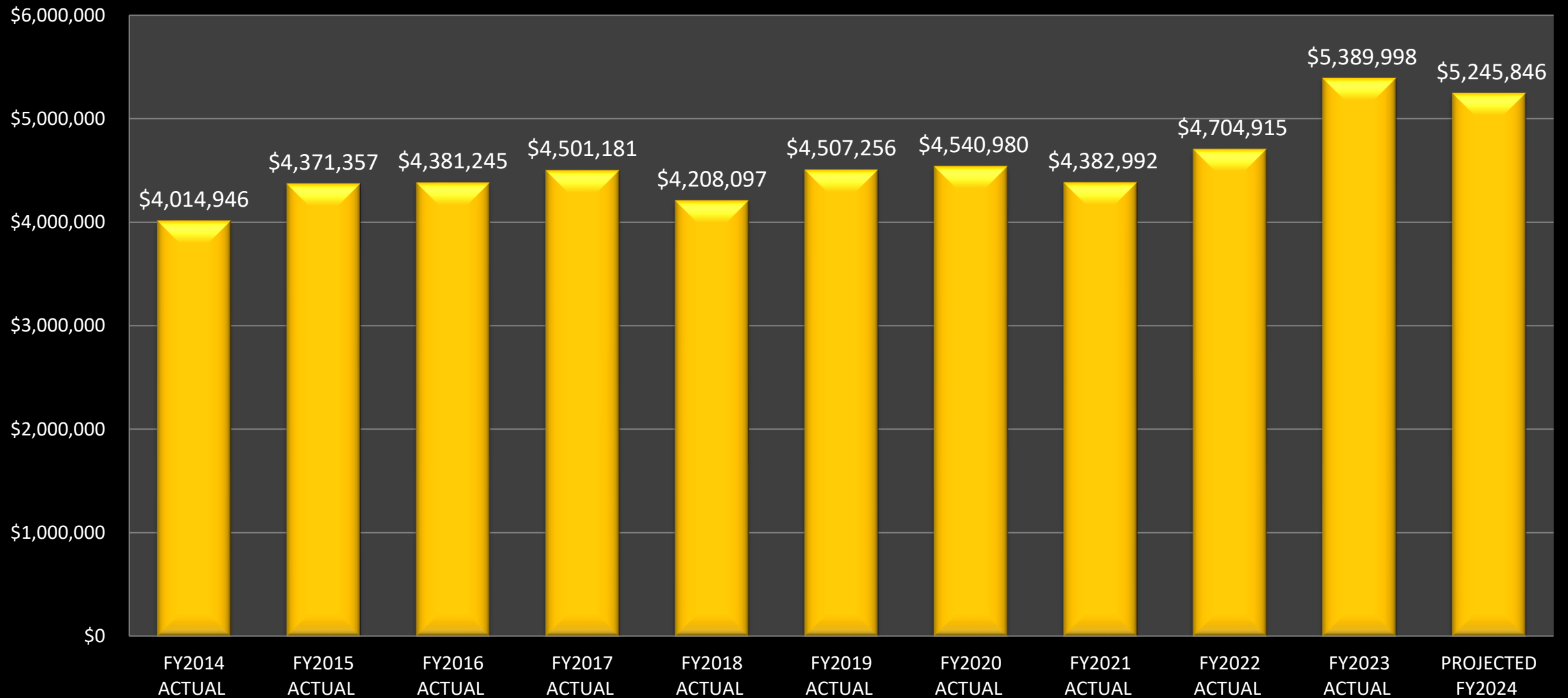


# LOCAL OPTION SALES TAX REVENUE



	July	August	September	October	November	December	January	February	March	April	May	June
■ FY2021	\$581,119	\$902,898	\$581,075	\$614,809	\$589,385	\$709,178	\$577,844	\$571,323	\$677,527	\$678,488	\$690,968	\$717,463
■ FY2022	\$708,192	\$699,291	\$697,877	\$698,217	\$738,591	\$824,769	\$665,142	\$672,954	\$797,393	\$758,062	\$794,809	\$804,138
■ FY2023	\$780,480	\$789,704	\$934,008	\$922,499	\$918,664	\$1,076,694	\$875,861	\$901,107	\$1,010,197	\$944,593	\$1,018,748	\$995,489
■ FY2024	\$981,090	\$974,881	\$970,529	\$1,005,328	\$971,783	\$1,089,641						

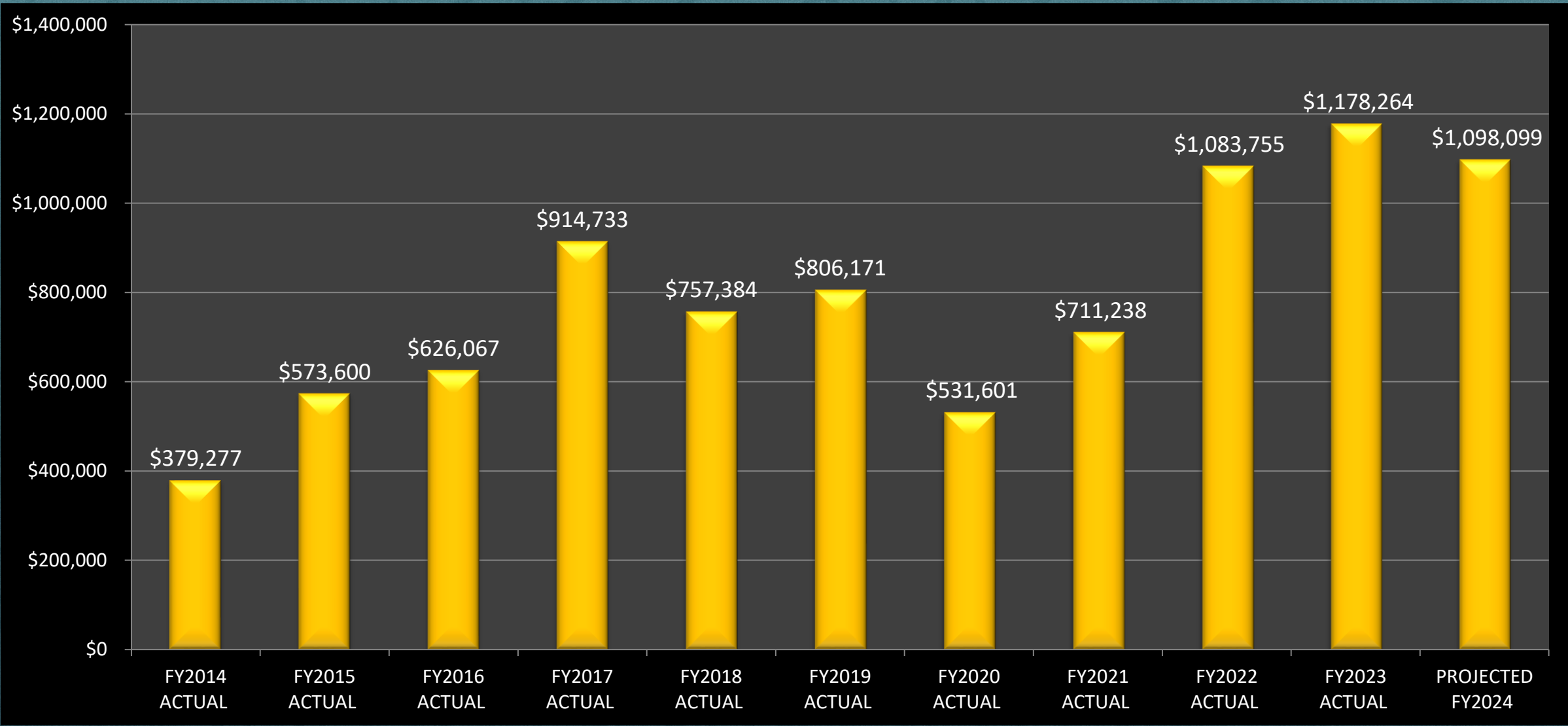
# FRANCHISE FEE REVENUE



# FINES AND FORFEITURES REVENUE



# PERMITS AND ZONING FEE REVENUE



# OCCUPATIONAL TAX REVENUE



# PERFORMANCE STATUS (AS OF JANUARY 31, 2024)

	Revenues	Expenses
General Fund	↑	↑
Fire Services Fund	↑	↑
TAD Fund	↑	↑
Police Services Fund	↑	↑
Hotel/Motel Tax Fund	↑	↑
Impact Fee Fund	↓	↑
Parks and Recreation Fund	↑	↑
CVB Fund	↑	↑
DWR Fund	↔	↔
Solid Waste Fund	↔	↑
Airport Fund	↔	↔
Golf Course Fund	↑	↑

Legend	
↑	Increase
↔	Neutral
↓	Decrease

# ACCOMPLISHMENTS





## GFOA Triple Crown Winners

GFOA's Triple Crown recognizes governments who have received GFOA's Certificate of Achievement for Excellence in Financial Reporting, Popular Annual Financial Reporting Award, and the Distinguished Budget Presentation Award.



Government Finance Officers Association

*Certificate of Achievement  
for Excellence in  
Financial Reporting  
Award*



Government Finance Officers Association

*Distinguished  
Budget Presentation  
Award*



Government Finance Officers Association

*Popular Annual Financial  
Reporting Award*







# CHALLENGES + OPPORTUNITIES

---



**Create an Application**

Search Applications

### Online Application

Welcome to Agency's Online Permitting System. Using this system you can submit and update information, pay fees, schedule inspections, track the status of your application, and print your final record all from the convenience of your home or office, 24 hours a day.

Please "Allow Pop-ups from This Site" before proceeding. You must accept the General Disclaimer below before beginning your application.

#### General Disclaimer

While the Agency attempts to keep its Web information accurate and timely, the Agency neither warrants nor makes representations as to the functionality or condition of this Web site, its suitability for use, freedom from interruptions or from computer virus, or non-infringement of proprietary rights. Web materials have been compiled from a variety of sources and are subject to change without notice from the Agency as a result of updates and corrections.

I have read and accepted the above terms.

**Continue Application »**

- Payments being recorded in Planning (S Cube)
- Business applies, then logs in again to pay (upfront payments)
- Fix internal issues before sending to Businesses
- Profile changes without restrictions (addresses, owners, relocate business)
- Information will be mailed out (pdf instructions)



City of Gainesville  
 PO Box 2496  
 Gainesville, GA 30503  
 Accounts Payable

Suntrust Bank, Inc  
 121 EE Butler Parkway  
 Gainesville, GA 30501

64-79  
 811

Check No: 371686

Date
05/11/2023

Amount
\$8,499.00

PAY Eight Thousand Four Hundred Ninety-Nine and 00/100 Dollars

TO THE ORDER OF Demundeous McKinney  
 2941 PIEDMONT ROAD NE  
 STE D  
 ATLANTA, GA 30305-2784

*Ben [Signature]*



City of Gainesville  
 PO Box 2496  
 Gainesville, GA 30503  
 Accounts Payable

Suntrust Bank, Inc  
 121 EE Butler Parkway  
 Gainesville, GA 30501

64-79  
 811

380010

Date
12/07/2023

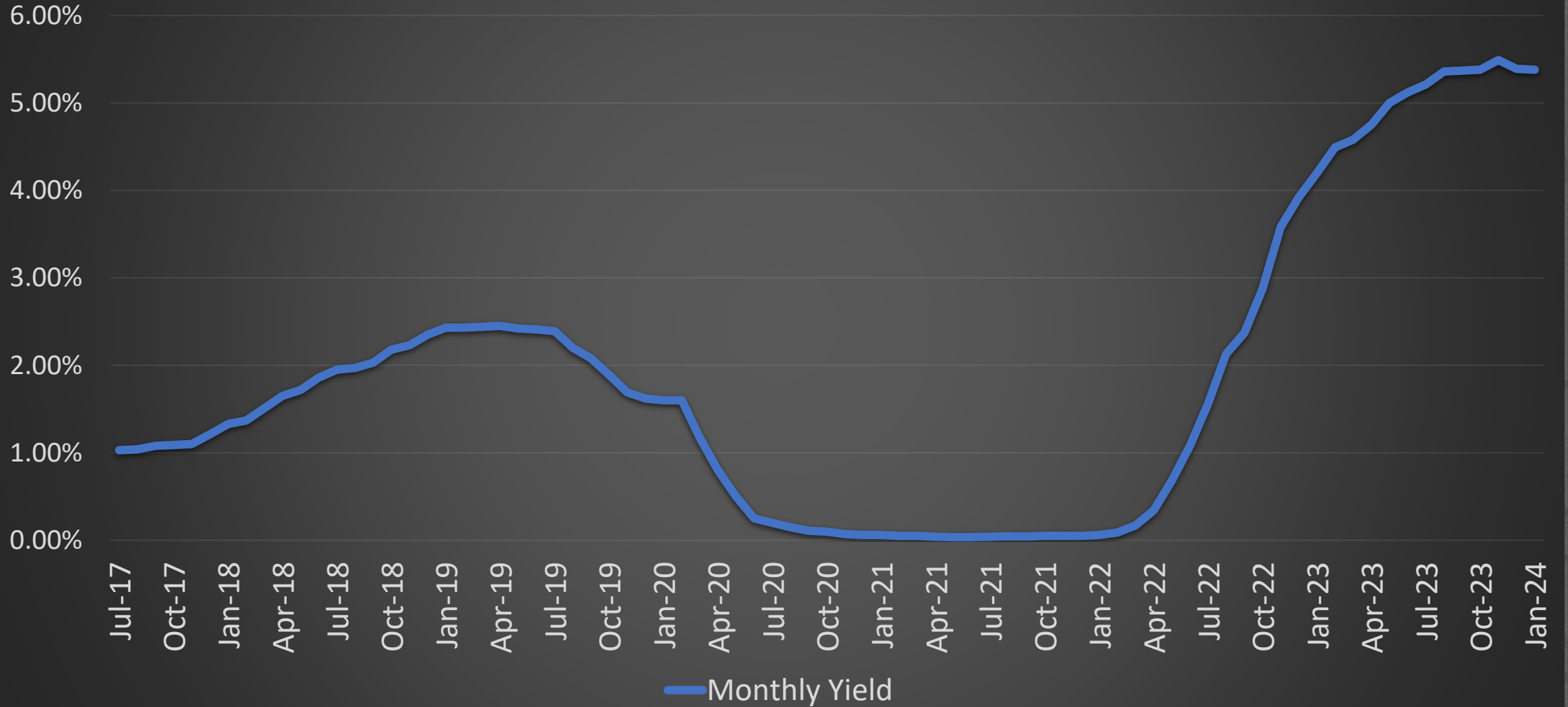
Amount
\$**30,000.00

PAY: THIRTY-THOUSAND AND 00/100

TO THE ORDER OF RONALD MACDONALD  
 1699 TEMPLE JOHNSON RD  
 LOGANVILLE, GA 30052

*Ben [Signature]*

# Georgia Fund 1



# INITIATIVES

---



GASB Statement  
No. 101

# GASB Statement No. 101

---

- Implement GASB Statement No. 101 pertaining to Compensated Absences

# Water and Sewerage Refunding Revenue Bonds, Series 2014

- Call Feature – November 2024
- \$500K-\$700K in potential savings
- Closing in late August 2024
- Final maturity (same) – November 2028

- \$83,650,000 2014 Water and Sewer System Refunding series bonds due in annual installments of \$3,715,000 to \$7,710,000 through November 15, 2028; interest at 5.00% (\$29,940,000 outstanding).

Annual debt service requirements to maturity for revenue bonds are as follows:

Year Ending June 30,	Principal	Interest	Total
2024	\$ 5,640,000	\$ 1,356,000	\$ 6,996,000
2025	5,800,000	1,070,000	6,870,000
2026	5,720,000	782,000	6,502,000
2027	5,205,000	508,875	5,713,875
2028	3,860,000	282,250	4,142,250
2029	3,715,000	92,875	3,807,875
<b>Totals</b>	<b>\$ 29,940,000</b>	<b>\$ 4,092,000</b>	<b>\$ 34,032,000</b>



THANK  
YOU!

---

QUESTIONS? COMMENTS?



# FIRE DEPARTMENT

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---

# Fiscal Year '24 Goals

---



- Highest level of services to all City customers
- Broaden & streamline prevention, education and hazard mitigation services
- Department information, recruitment and retention

# Superior Service

- Restructured response delivery plan
- Advancement standards increased
- Community-centered fire safety education outreach





# Prevention, Education & Hazard Mitigation Delivery

---

- Continued preemption delivery to 4 new intersections
- Began working with local industry on hazard mitigation discussions
- Refocused fire safety education to a realistic, mentorship-style approach

# Department Information, Recruitment & Retention

- Sharpen outreach capabilities for entire communities
- New public alerting system for emergency responses
- Utilize employees for recruitment and retention





# CHALLENGES + OPPORTUNITIES

---



# Best-Performing Cities 2024

FOCUS ON SUSTAINABLE GROWTH AND RESILIENCE

Maggie Switek, PhD, Lawson Mansell, and Brock Smith, PhD



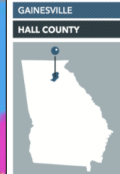
Be So **Bold** as to envision the future of AI. LEARN MORE

Northeast | Our State

## Gainesville | Hall County: Crowd Favorite

Healthcare, manufacturing and small business

September 28, 2023 by Brian A. Lee



Hall County is striking and liking a special balance, from big business and development to personal advancement and family fun. It's as impactful as the burgeoning manufacturing sector and a multi-billion-dollar health system and as refreshing as the breeze coming off Lake Lanier. The effect is both far and wide, including high-volume connections to Georgia's ports and the groundbreaking of global companies, and centralized with a revitalized downtown where one can get everything from a premium coffee to a degree in psychology.

Job growth in Gainesville and Hall County, specifically in healthcare, advanced manufacturing and small business, has driven residential growth and home price appreciation to such levels that it was named the No. 1 housing market nationally in Bankrate.com's Housing Heat Index at the start of the summer. The high-growth city also was ranked in the top eight Best Performing Small Cities in the country in 2022 by The Milken Institute.

Business & Economy · Georgia Impact

## Growing Gainesville

November 16, 2023 - by Jayne Roberts



Georgia Impact

## City serves as model for smart economic growth

July 3, 2023 - by Margaret Blanchard



# Growth: Demand vs. Capabilities

- Healthcare, manufacturing and retail growth continues to rise
- Residential growth continues to have a backlog of projects
- As demand increases with growth, asset allocation is vital

# Equipment, Infrastructure & Mandates

- Inflation is magnified within fire service needs
- Regulatory requirements continue to increase
- Increases in state & federal mandates for first responders

#Economy #Local News

## Bedford Fire Department to Get New \$2.2M Ladder Truck Amid Soaring Inflation

Bedford Fire Department orders a new \$2.2M ladder truck amid unprecedented inflation. The decision to act now aims to avoid further price hikes, highlighting the truck's crucial role in combating large-scale fires.

Nimrah Khatoun  
13 Jan 2024 07:43 EST

Follow Us



## Firefighter cancer bill wins final approval in state House



March 16, 2017, Atlanta - Rep. Micah Gravley, R - Douglasville, addresses the chamber while discussing HB 146 before it is put to a vote during legislative day 35 in Atlanta, Georgia, on Thursday, March 16, 2017. (DAVID BARNES / SPECIAL)



## New Standard for Firefighter Personal Protective Equipment

Posted: Nov. 9, 2023

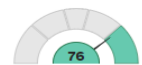
LOCAL NEWS

## 'Mental health is everybody': Georgia House bill could help first responders who witness trauma

House Bill 451 may soon provide worker's compensation to first responders who witness trauma.

COMPLETE COVERAGE  
Supreme Court hearing on Trump ballot ban in Colorado gets underway soon. Watch CNN

<b>Markets</b> →			
DOW	38,688.79	0.03% ▲	
S&P 500	4,991.40	0.07% ▼	
NASDAQ	15,742.27	0.09% ▼	

<b>Fear &amp; Greed Index</b> →	
	<b>Extreme Greed</b> is driving the US market

<b>Latest Market News</b> →
The wealthy are cutting the
Strong economic growth bu
Magnificent Six? Fab Five? S

## Lithium-ion battery fires are happening more often. Here's how to prevent them

By [Samantha Murphy Kelly](#), CNN Business  
5 minute read · Updated 11:40 AM EST, Thu March 9, 2023

Latest Local News Live Shows ... CBS NEWS  
U.S. World Politics Entertainment HealthWatch MoneyWatch Crime Sports Essentials

## Lithium-ion battery fires from electric cars, bikes and scooters are on the rise. Are firefighters ready?

**NTSB** National Transportation Safety Board

investigations Safety Research News & Events Advocacy Family Assistance Ab

[Home](#) > [Safety Research](#) > [Safety Research Reports](#) > [Safety Risks to Emergency Resp...](#)

### Safety Risks to Emergency Responders from Lithium-Ion Battery Fires in Electric Vehicles

The National Transportation Safety Board (NTSB) investigated three electric vehicle crashes resulting in postcrash fires and one noncrash fire involving an electric vehicle, all of which illustrate the risks to emergency responders posed by the vehicles' high-voltage lithium-ion batteries. The NTSB also examined national and international standards established to maximize the safety of electric vehicles. Particular attention was given to the emergency guidance documents supplied by vehicle manufacturers to mitigate the safety risks to first and second responders who deal with electric vehicle crashes and high-voltage lithium-ion battery fires.

Fires in electric vehicles powered by high-voltage lithium-ion batteries pose the risk of electric shock to emergency responders from exposure to the high-voltage components of a damaged lithium-ion battery. A further risk is that damaged cells in the battery can experience uncontrolled increases in temperature and pressure (thermal runaway), which can lead to hazards such as battery reignition/fire. The risks of electric shock and battery reignition/fire arise from the "stranded" energy that remains in a damaged battery.

[Related video on NTSB's YouTube Channel](#)



# EV: The Demand & Dangers

- Increase in demand without increase in understanding
- Lack of verified, unbiased data
- Entry-level training and techniques
- Hydrogen Fluoride (HF) & Phosphoryl Fluoride (POF3)

# Opportunities: Growth

---

- Work with Gainesville leadership and economic development to identify strategic areas of future need
- Partnership with NEGMC for training and preparedness
- Continue to research new funding avenues





## Opportunities: Equipment, Infrastructure & Mandates

---

- By working directly with state law makers, we can help guide any future decisions that create unrealistic changes.

# Opportunity: EV

- By guiding through conversation about safety concerns, we hope to encourage future business growth to see this from the viewpoint of the fire service.



ATTENTION: 1ST & 2ND Responders, Tow Truck Drivers, Law Enforcement, EMS and Volunteers

## EV SAFETY TRAINING

conducted by: **EVsafe**



**WELCOME**  
1ST & 2ND Responders, Tow Truck Drivers, Law Enforcement, EMS and Volunteers

Be Prepared For Electric Vehicle Emergencies with a Focus on Safety, Access, Fire Suppression & Extrication

Rhineland Fire Department  
Oct 4th, 2023 | Two Classes (3 Hours)

Class Times: 9 am - 12 pm or 6 pm - 9 pm  
Limited to 50 people | Registration Required

FREE EVENT  
LEARN MORE & REGISTER



SCAN ME

sponsored by: 



# INITIATIVES

---

# Community Centered Through an ISO Approach

---

- Address areas of concern or need within the City as identified through ISO response times, personnel, training capabilities, community-risk reduction





# Expanded Services Through Hazmat & Aircraft Response

---

- The reestablishment of a hazardous materials response plan and team
- Begin the aircraft emergency response vision to meet future growth

# Youth Fire Setter Intervention Program

---

- Establish Gainesville's first Youth Fire Setter Intervention Program for a proactive approach to Gainesville's increasing youth population



**Do you know where your lighters and matches are?**

---



**Your children do, just ask them...**

Understand and Prevent Youth Firesetting  
**Helpline 651-201-7220**





THANK  
YOU!

---

QUESTIONS? COMMENTS?



# COMMUNITY SERVICE CENTER

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---



## 1<sup>st</sup> 6 Months of FY24

13,033	WeGo accounts created
8,672	Riders that have made 1+ trips
89,264	Ride requests
57,512	Met demand
47,614	Completed rides (53.3%)
16.5	Avg. # of minutes for ride duration
5.2	Avg. miles traveled
4.9	Avg. ride rating
288,170	Total miles traveled

# WeGo Service by the Numbers

---

# Trolley Service

19K+ Trolley trips

- 6K+ Special events
- 6K+ Holly Jolly Trolley
- 7K+ Neighborhood service

BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: CITYWIDE

GAINESVILLE





# Senior Services

---

- \$250K ARPA grant funding is being used to purchase assistive devices, food & other essential items for seniors

# Community Outreach

## FY24 Focus Areas

1. Onboarding new HCFCN director
  - Improve pre-K enrollment
  - Improve K-12 attendance
  - Encourage community resiliency
2. Wisdom Project 5-Year Strategic Plan
3. NGMC Community Health Implementation Plan
4. CommUNITY conversations with UW & Vision 2030

BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: CITYWIDE

GAINESVILLE



*Sharing Life Experience to Engage and Impact Community*



Northeast Georgia Medical Center



HALL COUNTY

**family connection**<sup>™</sup>

NETWORK

Hall County Family Connections and The Butler Center will be collaborating together to bring about programs and services to the community.

**Vision: All Hall County Children will become educated, healthy, safe, productive and self-sufficient adults.**

**Mission: We collaborate with individuals and organizations to ensure children and families in our community reach their full potential.**



# CHALLENGES + OPPORTUNITIES

---

The terrifying motion picture  
from the terrifying No.1 best seller.

# JAWS



ROY SCHEIDER ROBERT SHAW RICHARD DREYFUSS

JAWS

Co-starring LORRAINE GARY · MURRAY HAMILTON · A ZANUCK/BROWN PRODUCTION  
Screenplay by PETER BENCHLEY and CARL GOTTUEB · Based on the novel by PETER BENCHLEY · Music by JOHN WILLIAMS  
Directed by STEVEN SPIELBERG · Produced by RICHARD D. ZANUCK and DAVID BROWN · A UNIVERSAL PICTURE ·  
TECHNICOLOR® PANAVISION® **PG** PARENTAL GUIDANCE SUGGESTED  
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 10 ORIGINAL SOUNDTRACK AVAILABLE ON MCA RECORDS & TAPES  
MAY BE TOO INTENSE FOR YOUNGER CHILDREN

# Demand for all CSC Services is Growing

*We're going to need a bigger boat!*

## Challenges:

- Demand for WeGo exceeds supply by 40%!
- Demand for trolley is growing
- Demand for senior services is growing
- Demand for ADA services is growing

BUDGET PRIORITY: ECONOMIC DEV./QUALITY OF LIFE | STRATEGIC AREA: CITYWIDE

# Aging of Population

14.5% Gainesville

16.1% Hall County

- Legacy Link / UGA partnership
  - Adults Caring for Aging Parents
- Wisdom Project
  - 5-year strategic plan
- Community Council on Aging
  - Adult Day Center exploration

BUDGET PRIORITY: QUALITY OF LIFE | STRATEGIC AREA: CITYWIDE

GAINESVILLE



Community  
Council  
on Aging

WP  
WISDOM PROJECT 2030\*

Sharing Life Experience to  
Engage and Impact Community



# INITIATIVES

---

# Trolley Expansion to Downtown/Midland

---

- Community meeting at Jr. League on March 13 to solicit public input
- Transporting residents to downtown & Midland entertainment district

BUDGET PRIORITY: ECONOMIC DEVELOPMENT | STRATEGIC AREA: CITYWIDE

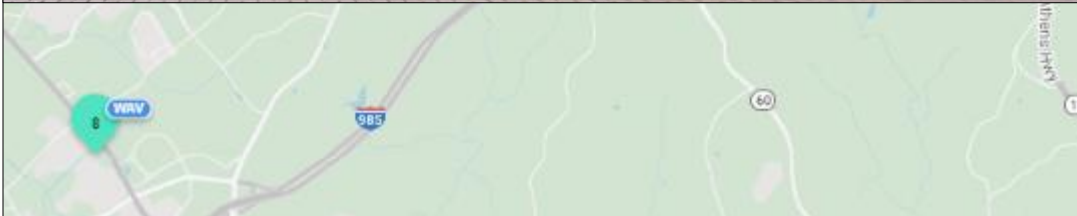
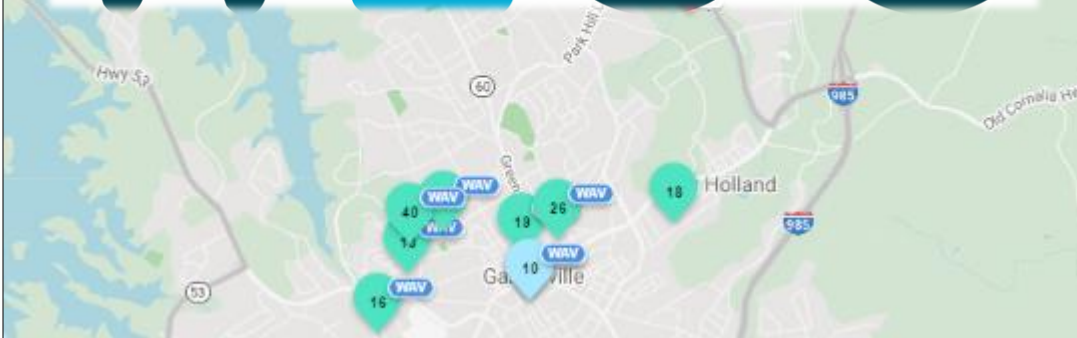
GAINESVILLE

**THE GVL TROLLEY**  
**COMMUNITY MEETING**

*Come share your ideas and hear plans for the new 2024 route design*

**MARCH 13 | 6 PM**  
JR. LEAGUE, 1547 RIVERSIDE DR. GAINESVILLE, GA

# WE GO



## WeGo Updates

- Evening fare increase as of Sept. 2023
- Door-to-door pick-up/drop-off
- 31 vehicles in fleet – 3 sizes
- Purchase of first hybrid vehicle coming soon
- Seatbelt requirement coming soon



# Microtransit Ambassador

---

- Gwinnett
- Valdosta
- Rome
- Cobb
- GA Transit Association
- CDM Smith
- Spartanburg, SC
- University of New Mexico



THANK  
YOU!

---

QUESTIONS? COMMENTS?



# CHATTAHOOCHEE GOLF COURSE

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---



# New PGA Professional Staff

---

- Jameson Foote
- Lydia Pils

# Junior League

---

- We welcomed 64 junior participants in 2023, an increase of 16 juniors from 2022.
- We are anticipating welcoming 72 juniors in 2024.





# Range Tee Expansion

---

- The range tee expansion is complete using Friends of Chattahoochee Funds.
- The lower tee capacity increased from 11 to 19 hitting stations.

# Record Rounds

---

- Chattahoochee Golf Course played 42,282 rounds in 2023
- 2022 rounds were 37,506
- Increase of 4,776





# Future NCAA Events

---

Due to the great success of hosting the NCAA DII Women's National Championship, as well as the DII Women's Regional Championship, the NCAA and CGC have entered into an agreement to continue hosting NCAA Golf Championships into 2025 and 2026.



# CHALLENGES + OPPORTUNITIES

---



# Chestatee Golf Club Temporary Closing

---

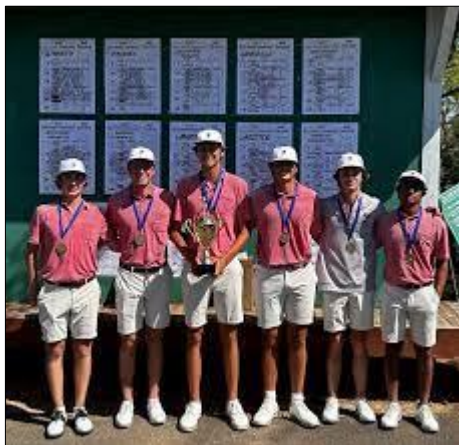
- Chestatee Golf Club is closing on May 1 for course renovations.
- CGC has agreed to host 7 CMGA events in 2024.
- CGC anticipates increased play from Chestatee golfers during the closed renovation period.

# NCAA Men's Super Regional

---

- CGC will be hosting the NCAA DII Men's Super Regional from May 8-12, 2024.
- Participation from CGC, UNG, GSA, local hotels and the Gainesville community will be required to make this a successful event.





**GEORGIA  
HIGH SCHOOL  
ASSOCIATION**

# GHSAA Region 7A State Championship

---

- CGC and Gainesville High School will be hosting the GHSAA 7A State Championship from May 20-21, 2024.
- Participation from CGC, GHS, GSA, local hotels and the Gainesville community will be required to make this a successful event.

# INITIATIVES

---



*Lower Putting/Chipping Green*

# Short Game Area Improvements

---

- Upgrade the chipping area around the lower putting green to create more practice area space using Friends of Chattahoochee funds

# Range Tee Line Mat System

---

- Install a range tee line mat system on the upper and lower range tee
- Mats have a fairway and rough section, as well as a slot for any length tee
- Potential for up to 30 hitting stations total





# Range Netting Brush Removal

---

- To maintain the range netting and extend the life expectancy, an extensive tree trimming and brush removal around the range net will be a priority.

# Other Initiatives

---

- Expand and enhance the partnership with GSA to include more local events
- Upgrade the current phone system in the golf clubhouse
- Add additional rangers on course to monitor pace of play





THANK  
YOU!

---

QUESTIONS? COMMENTS?



Gainesville  **Parks & Recreation**

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---

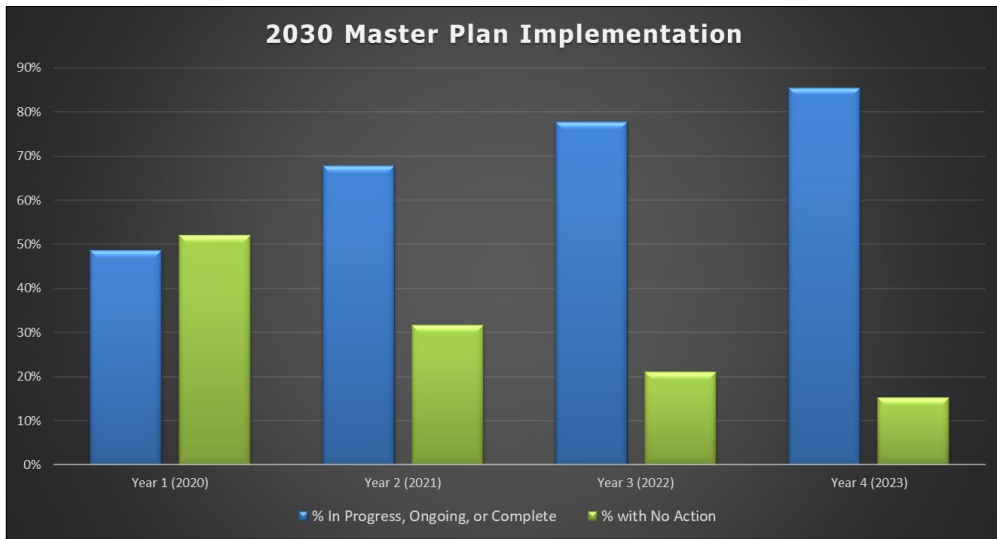
# Capital

- Fair Street improvements
- Lanier Point improvements
- Midland Dog Park
- Public art
- Bollard lighting
- Pickleball courts
- Volleyball at Roper Park
- Frances Meadows equipment
- PoolPaks installed at FMC
- City Park field lights replaced
- Security cameras and fire alarm systems



**BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE**  
**STRATEGIC AREA: CITYWIDE**





# Operations

- 100 YEARS OF PARKS & RECREATION
- Master Plan implementation
- CAPRA Re-accreditation
- Youth football
- The Coop operations

**BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE**  
**STRATEGIC AREA: CITYWIDE**



# CHALLENGES + OPPORTUNITIES

---

# Challenges

---

- Capital project timing
- Growing pains

- Multi-Year Projects  
continuing in FY25 and beyond***
- Frances Meadows equipment replacements greenway lighting
  - Recreation center planning
  - Roper Park improvements
  - Civic Center improvements
  - Re-lamping of courts to LEDs
  - Equipment and vehicles
  - Wessell Park parking

BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE  
STRATEGIC AREA: CITYWIDE

SAVE THE DATE. LET'S CELEBRATE.



SATURDAY, JULY 20, 2024  
MIDLAND GREENWAY STAGE

FIREWORKS &  
*concert*

# Opportunities

---

- Succession planning and organizational realignment
- New amenities = new programs!

BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE  
STRATEGIC AREA: CITYWIDE

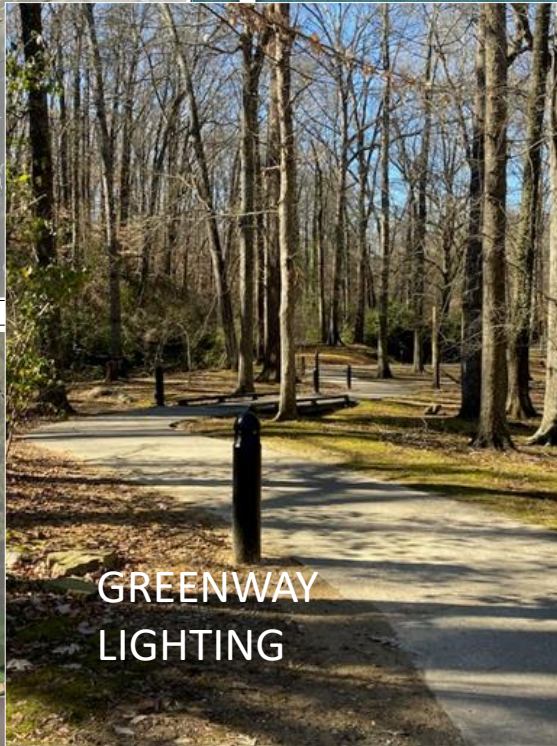
# INITIATIVES

---

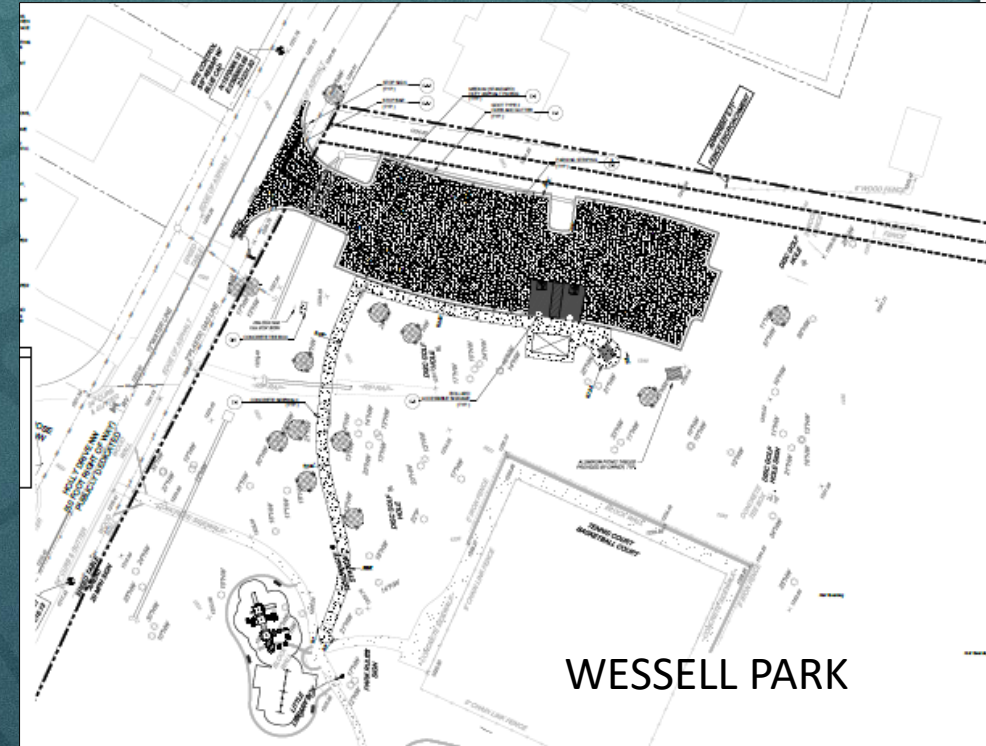
ROPER PARK



# Capital Continues



GREENWAY LIGHTING

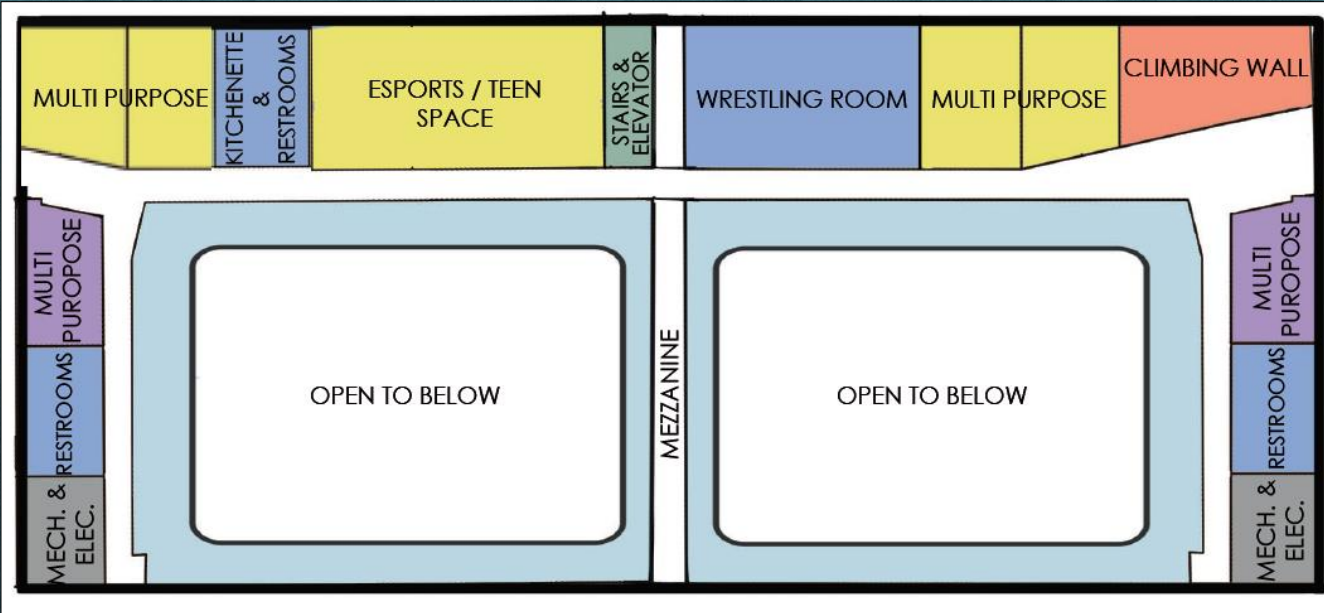
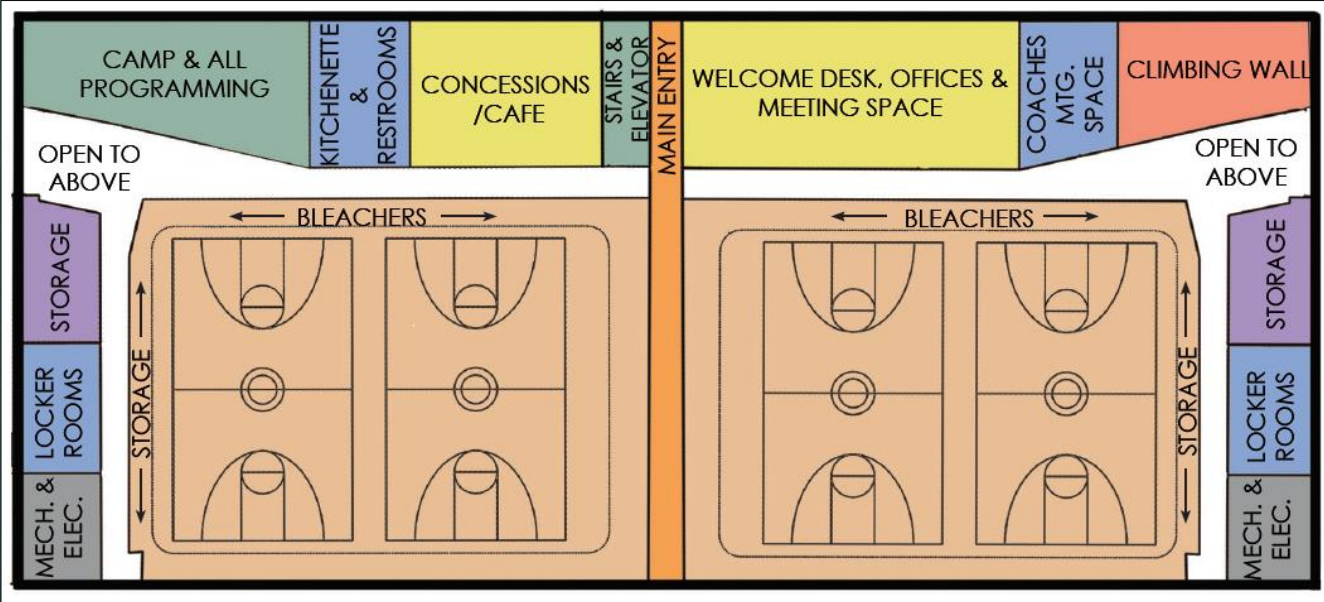


WESSELL PARK



THE CABIN

**BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE**  
**STRATEGIC AREA: CITYWIDE**



# 5-Year Capital Improvements Plan

SPLOST IX



2025

2026

2027

2028

2029

Frances Meadows Equipment  
 Greenway Lighting  
 Recreation Center Planning  
 Pool Resurfacing  
 Roper Park Improvements  
 Civic Center Improvements  
 Re-lamping Courts to LEDs  
 Equipment and Vehicles  
 Wessell Park Parking  
 City Park Parking Lot Repairs  
 Shade Structures for Parks

Roper Park Improvements  
 Greenway Lighting  
 Field and Court Re-lamping  
 Adventure  
 Playground/Fitness Court  
 City Park Access Stairs and Trails  
 Longwood Park Improvements  
 Equipment and Vehicles

Equipment and Vehicles  
 Rec Center Construction

Sport Court/Field Lighting  
 Athletic Court/Fencing  
 Equipment and Vehicles  
 Adventure  
 Playground/Fitness Court  
 Frances Meadows  
 Outdoor Pool

Athletic Court/Fencing  
 Holly Park  
 Equipment and Vehicles



# Preparing for Change

- Coop opening
- Trails opening
- Midland improvements



**COMING 2025**  
**“THE COOP”**  
**YOUTH SPORTS COMPLEX**

Gainesville  **Parks & Recreation**

BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE

STRATEGIC AREA: CITYWIDE

GAINESVILLE



8U State Champs!

## YOUTH SPORTS

### BASEBALL LEAGUES

FEBRUARY 2 – MAY 17  
REGISTRATION ENDS 1/19/24

TEEBALL 5-6YRS \$100R/\$130NR  
ROOKIE 7-8YRS \$100R/\$130NR  
MINOR 9-10YRS \$110R/\$145NR  
MACHINE PITCH  
MAJOR 10-12YRS \$110R/\$145NR  
AGE CONTROL DATE: 8/31/24

### TRACK & FIELD

FEBRUARY 12 – MAY 4  
REGISTRATION ENDS 2/9/24

7-14YRS \$95R/\$125NR  
AGE CONTROL: 12/31/24

### SOFTBALL LEAGUES

FEBRUARY 10 – MAY 15  
REGISTRATION ENDS 1/19/24

8U 7-8YRS \$110R/\$145NR  
10U 9-10YRS \$110R/\$145NR  
12U 11-12YRS \$110R/\$145NR  
AGE CONTROL DATE: 8/31/24

### ROOKIE TENNIS INSTRUCTIONAL

FEBRUARY 20 – MARCH 14  
REGISTRATION ENDS 2/16/24

6-8YRS \$65R/\$85NR  
TU/TH 4-5PM CITY PARK  
MIN/MAX: 4/8

Gainesville  Parks & Recreation

 770531.2680  
 [gainesville.org/recreation](http://gainesville.org/recreation)

# Programming Focus

- Youth athletics
- Lanier aquatics
- Fitness
- Community events

BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE  
STRATEGIC AREA: CITYWIDE

# FY2025

- Budget at a glance

**BUDGET PRIORITY: ECONOMIC IMPACT/QUALITY OF LIFE**  
**STRATEGIC AREA: CITYWIDE**

## Budget at a Glance

	FY23 Actual	FY24 Budget	FY25 Proposed
<b>Revenues</b>	<b>\$8,355,187</b>	<b>\$11,137,127</b>	<b>\$11,172,119</b>
Taxes	\$6,039,589	\$7,112,228	\$7,325,594
Generated Revenue	\$2,133,170	\$1,831,900	\$1,875,214
Other	\$182,427	\$2,192,999	\$1,971,311
<b>Expenses</b>	<b>\$8,355,187</b>	<b>\$11,137,127</b>	<b>\$11,172,119</b>
Operating	\$6,334,267	\$6,810,377	\$6,810,377
Capital	\$2,144,539	\$4,326,750	\$3,759,800



THANK  
YOU!

---

QUESTIONS? COMMENTS?



# POLICE DEPARTMENT

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---



# 10<sup>th</sup> CALEA Award

---

- March 23, 2024 commission interview and awards banquet
- Montgomery, Alabama
- 483 standards
- Quarterly review / annual reporting

BUDGET PRIORITY: STEWARDSHIP | STRATEGIC AREA: CITYWIDE



# Benefits to Gainesville

---

- Increase community advocacy
- Stronger defense against civil lawsuits
- Reduce risk and liability exposure (insurance discounts)
- Accountability within the agency

# Gainesville Police Explorers Post 297

- Full revamp and implementation of our Explorers Program
- Bimonthly meetings
- Annual competition
- Youth engagement
- Large event assistance

BUDGET PRIORITY: SPIRIT OF COMMUNITY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



# Citizen Public Safety Academy

- Full 10-week course to engage our community in aspects of public safety
- Engagement of community stakeholders
- Broaden understanding of job of a police officer

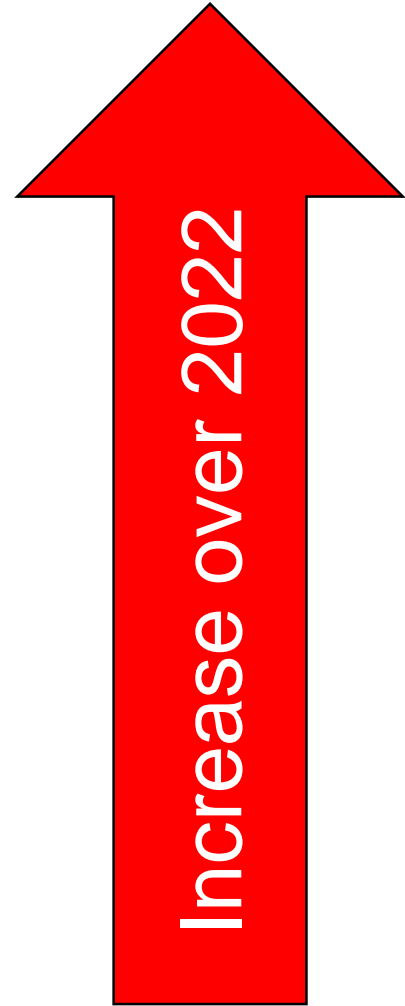


# Calls for Service / Trends

---

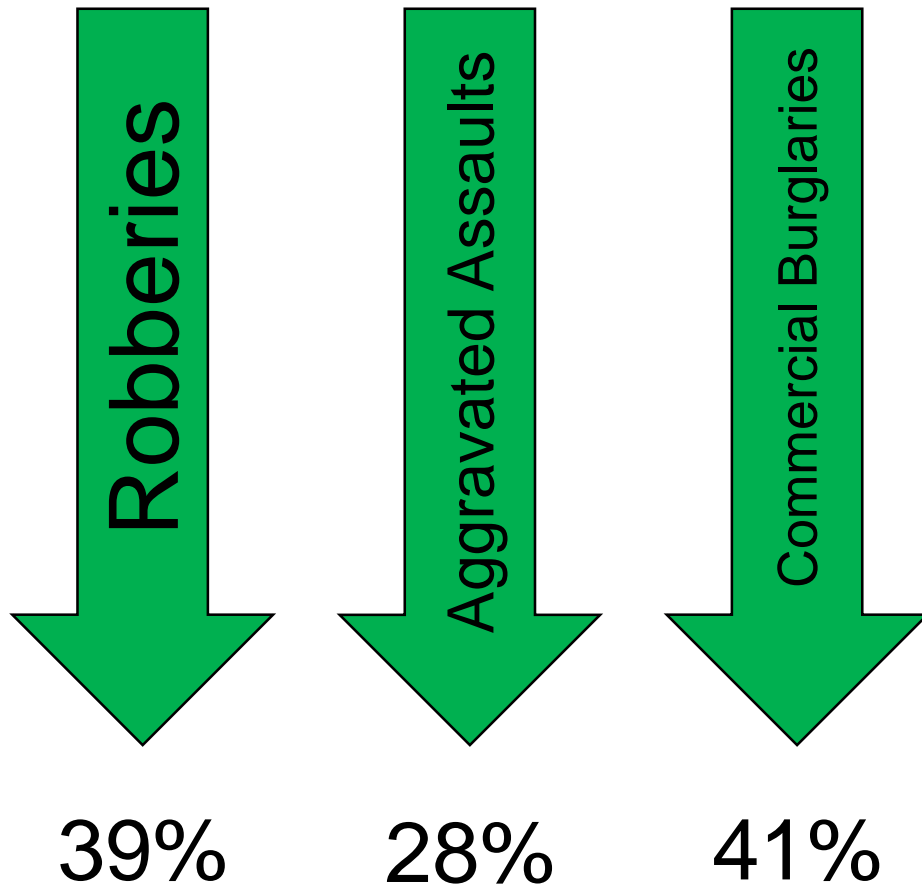
*Total calls for service were*

82,590



Increase over 2022

7%



## Calls for Service / Trends

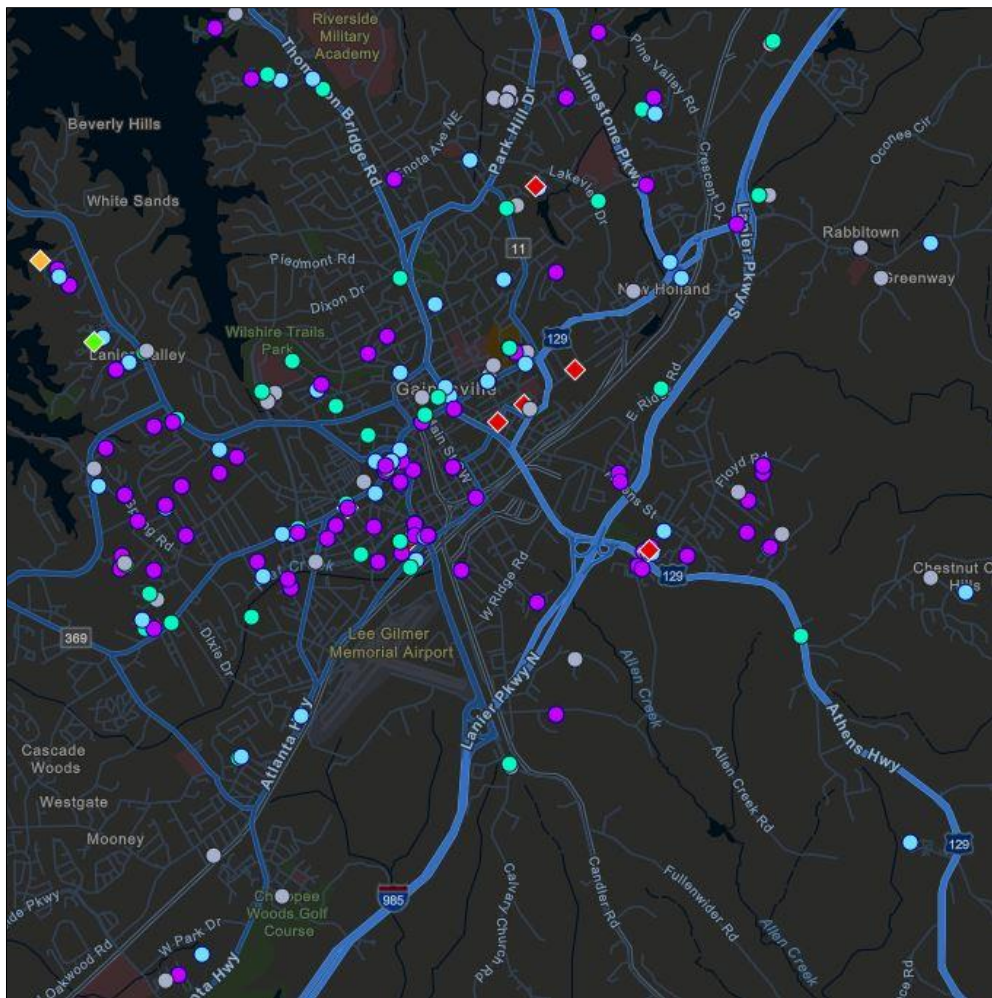
---

- Robberies are down 39%
- Aggravated assaults are down 28%
- Commercial burglaries are down 41%



# CHALLENGES + OPPORTUNITIES

---



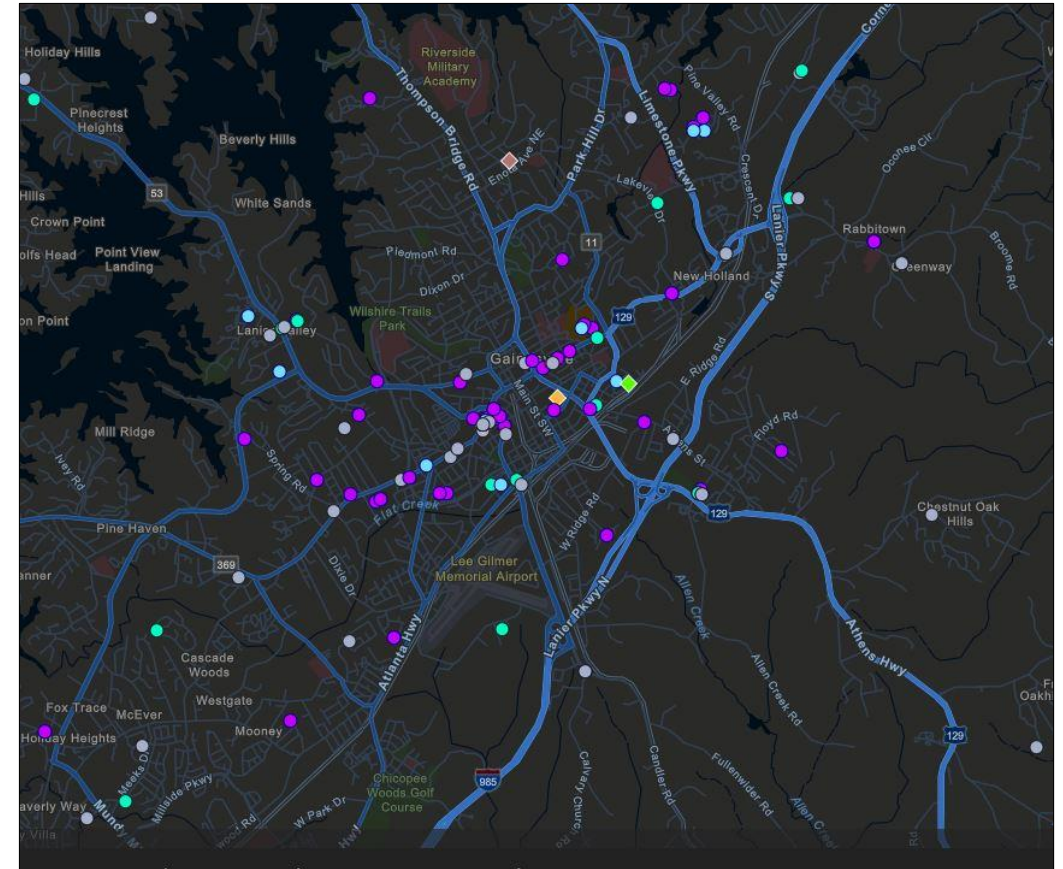
# Drug Overdose / Opioid Use and Naloxone

- FY 23 countywide 455 reported ODs
- 93 ODs in the City, 11 of those fatal

BUDGET PRIORITY: CULTURE OF SAFETY | STRATEGIC AREA: CITYWIDE

# Drug Overdose / Opioid Use and Naloxone

- FY 24 (6 months) countywide 242 ODs
- 35 ODs in the City, 1 of those fatal



BUDGET PRIORITY: CULTURE OF SAFETY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



# Drug Overdose / Opioid Use and Naloxone

- Overdoses in the City are showing slight to no change
- Deaths are significantly down
- Wide availability of Naloxone is the main contributor to low deaths related to OD

# HIRING



| GPDJOBS.COM

| GPDJOBS.COM



# HIRING



# Workforce Development

- Currently averaging between 10%-14% police officer vacancies
- Approximately 18% of our workforce will be retirement eligible in the next 5 years
- Qualified candidates are at an all-time low (non-responsive / disqualified)

BUDGET PRIORITY: STEWARDSHIP | STRATEGIC AREA: CITYWIDE

# Workforce Development

- This is a national issue
- Much can be attributed to the “Ferguson / Floyd Effect”
- No “silver bullet” or “quick fix”

BUDGET PRIORITY: STEWARDSHIP | STRATEGIC AREA: CITYWIDE

GAINESVILLE

## Police agencies are desperate to hire. But they say few want the job.

As law enforcement leaders ring alarm bells, reform advocates see a chance to reimagine policing

By Robert Klemko  
May 27, 2023 at 7:00 a.m. EDT

## National police shortage is causing small town police departments across the US to close

Small town police departments are struggling with recruitment, retention, and pay

By Joy Addison Fox News  
Published September 16, 2023 5:42am EDT

## Louisiana governor declares state of emergency due to police shortage



## The U.S. is experiencing a police hiring crisis

America is in a police officer shortage that many in law enforcement blame on both the coronavirus pandemic and criticism of police.



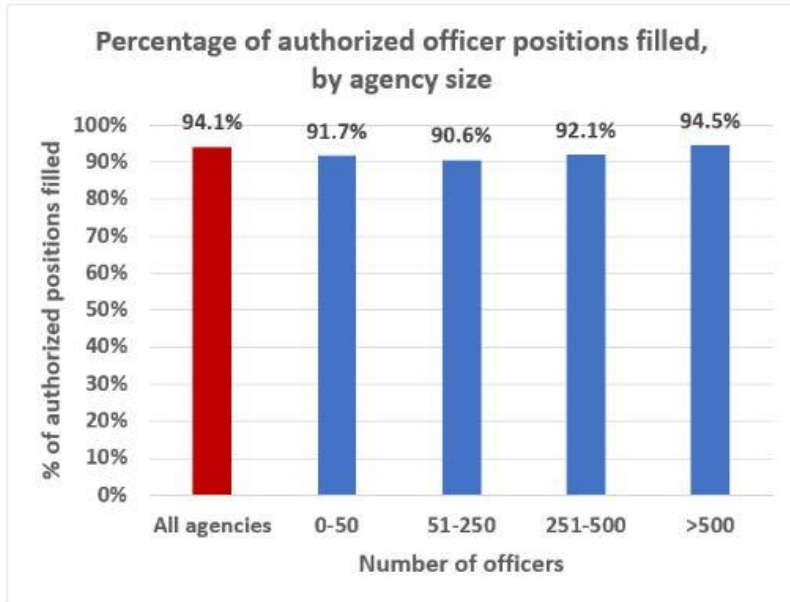
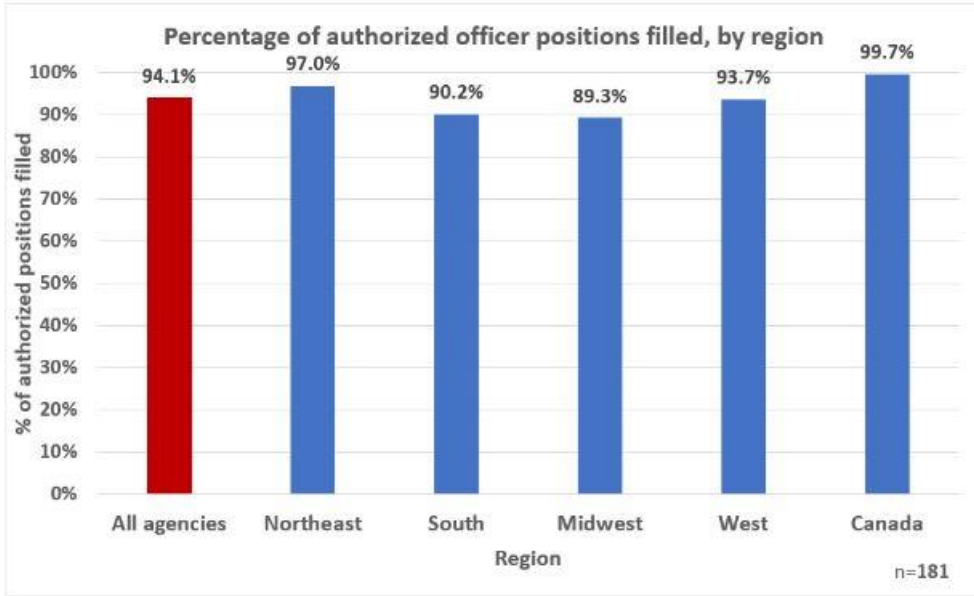
## Georgia police agencies struggle to fill their ranks



Credit: Curtis Compton / Curtis Compton

# Workforce Development

Police Executive Research Forum (PERF) Study shows the following...



# Crime Trends

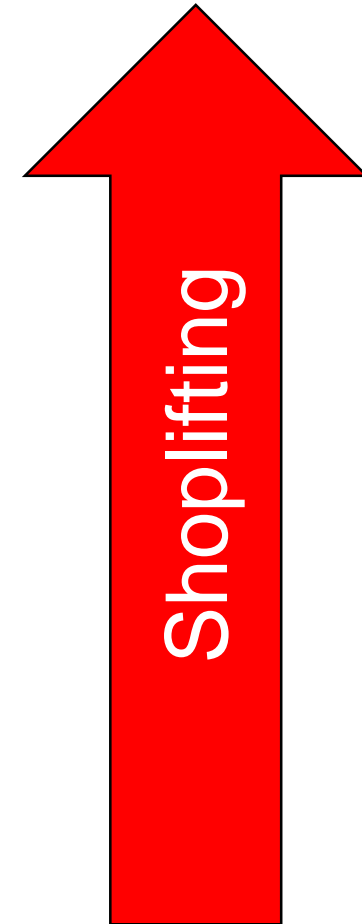
---

## *Shoplifting charges*



BUDGET PRIORITY: CULTURE OF SAFETY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



**72% increase!!!**

# INITIATIVES

---



# Real-Time Crime Center

- Integration of city camera system
- Integration of ITS
- Motorola – CAD interface
- Flock camera
- Ring neighborhoods
- Public / private camera integration

BUDGET PRIORITY: CULTURE OF SAFETY | STRATEGIC AREA: CITYWIDE

# Recruiting Teams / Events

- Assigned senior officers to recruitment events across the Southeast
- Targeting veterans leaving the service
- Targeting officers in other states looking to relocate



# FIGHTING FENTANYL



**AUTHENTIC**  
oxycodone  
M30 tablets



**\*FAKE**  
oxycodone M30 tablets  
containing fentanyl

## Focus on Fentanyl

- Targeted areas of known ODs with a multi-disciplined approach to determine the source of drugs
- Partnering with state and federal law enforcement agencies
- Hold those that sell and move the drugs accountable for the deaths
- Seek rehabilitation for the user

# Public Safety Training Center

- Joint Police and Fire
- 4 classrooms / 1 multipurpose room
- JPS / UOF simulator room
- Fitness gym
- D-Tac room



BUDGET PRIORITY: REGIONAL DESTINATION | STRATEGIC AREA: SOUTH

GAINESVILLE





THANK  
YOU!

---

QUESTIONS? COMMENTS?



# CITY CLERK'S OFFICE

---

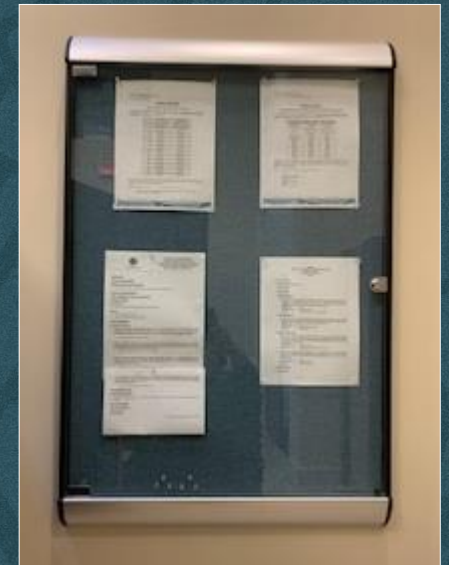
GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---

# Meetings

## April 2023 Fiber Cut



# Board/Committee Management Solution

---

- Centralized repository with public access to various information

Boards / Committees | Gainesville, GA

- Internal processing/workflow

## Active Committees

30 Active Committees

16 Complete

14 Incomplete

## Positions

290 Active

4 Expiring Soon

43 Expired/Vacant

## Applications

2 Active Applications

# Board/Committee Management Solution

- Automated reports
  - Expiring seats
  - Training
  - Vacancies
- Customized documents
- Overseer training by April 1

BUDGET PRIORITY: SPIRIT OF COMMUNITY | STRATEGIC AREA: CITYWIDE

GAINESVILLE

## Dashboard & Reports

Dashboard **Reports**

Report Type **Expiring Seats** Committees Selected Committees: 30 Expiring In **Expiring in 30 days** Expiring Between **01/01/2024** and **12/31/2024**

Filter Table

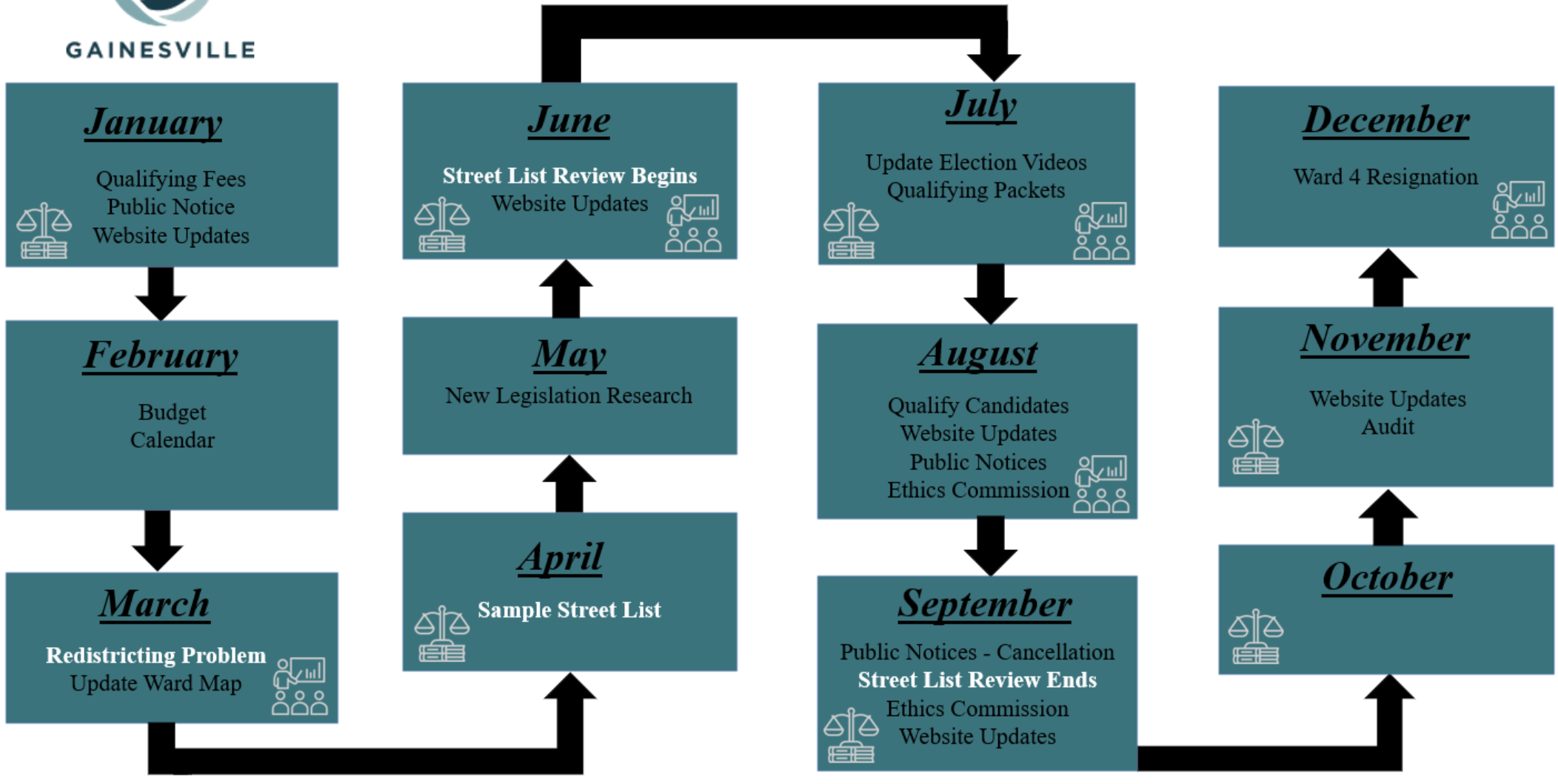
Committee Position Term Start Term End

Committee	Position	Term Start	Term End	Current Term Member	Next Term Member
Airport Advisory Committee	Post - Ward 1	09/21/2021	09/04/2024	Casey Graybeal	Casey Graybeal
Airport Advisory Committee	Post - Ward 2	09/21/2021	09/04/2024	Rodney Smith	Rodney Smith
Airport Advisory Committee	Hall County Representative	07/20/2021	06/05/2024	Alan Wayne	Not Advertised
Airport Advisory Committee	Ex-Officio	01/17/2023	01/16/2024	Juli Hayes	Juli Hayes
Airport Advisory Committee	Ex-Officio	01/17/2023	01/16/2024	Barbara Brooks	Barbara Brooks
Board of Health	CEO Of The Largest City or Designee	01/17/2023	01/16/2024	Barbara Brooks	Barbara Brooks
Building Board of Appeals	Structural Engineer	03/05/2019	03/04/2024	Larry Bowman	Not Advertised
Building Board of Appeals	Plumbing/Fire Safety	02/19/2019	03/04/2024	Larry Merritt	Larry Merritt
Cemetery Advisory Committee	Post - Ward 2	11/16/2021	11/19/2024	Bill Coates	Bill Coates
Cemetery Advisory Committee	Post - Ward 5	11/16/2021	11/19/2024	Ben Mason	Not Advertised
Chattahoochee Golf Course Advisory Committee	CCC	04/20/2021	04/20/2024	Lee Rogers	Not Advertised
Chattahoochee Golf Course Advisory Committee	CCC	10/19/2021	08/07/2024	Mike Smith	Not Advertised



GAINESVILLE

# 2023 Election Cycle



BUDGET PRIORITY: SPIRIT OF COMMUNITY | STRATEGIC AREA: CITYWIDE






# CHALLENGES + OPPORTUNITIES

---

# CONSISTENCY IS



	CLERKS OFFICE SOP 2023-01 PETTY CASH PROCEDURES	REVISION: EFFECTIVE: 07-01-2022
-----------------------------------------------------------------------------------	----------------------------------------------------	---------------------------------------

**1.0 Purpose**  
This procedure covers the process for Reimbursement of Travel Expenditures, Sponsor Receipts, Receipts for Services, Online Payments and Petty Cash.

**2.0 Scope**  
This SOP applies to the City Manager's Office.

**3.0 Definitions and Acronyms**

City Clerk	-	Denise Jordan
CMO Office Manager	-	Terri Kapetanis
Deputy City Clerk	-	Alisa Grayson
Records Specialist	-	Melissa Wynn

**4.0 Procedure**

**Refund of Travel:** City credit card charges are reconciled by the City Clerk (Mayor and Council and City Clerk credit cards) and Office Manager (City Manager and Assistant City Manager credit cards). A receipt is required for all charges. On occasion, a personal expense will be included or an overcharge occurs requiring reimbursement by the employee/vendor. The City Clerk/Office Manager receives either a personal check or cash from the employee/vendor. A multi-copy receipt book documents the payment. The white copy with the payment (with supporting documentation as needed) is hand delivered to finance to make the deposit. The City Clerk/Office Manager keeps a copy of the supporting documentation for future reference. The yellow copy is given to the employee/vendor and the pink copy remains in the receipt book. After the monthly operating budget is received, the City Clerk/Office Manager confirms the credit was applied to the correct account.

**Sponsorship from outside agencies:** In the event that a monetary sponsorship or a donation is received, the City Clerk/Office Manager will prepare a receipt and hand deliver the check with the white copy from the receipt book to finance for deposit. The yellow copy is sent to the sponsor and the pink copy remains in the receipt book. The City Clerk/Office Manager will reconcile each month's operating statement to make sure the sponsorship was applied to the correct account.

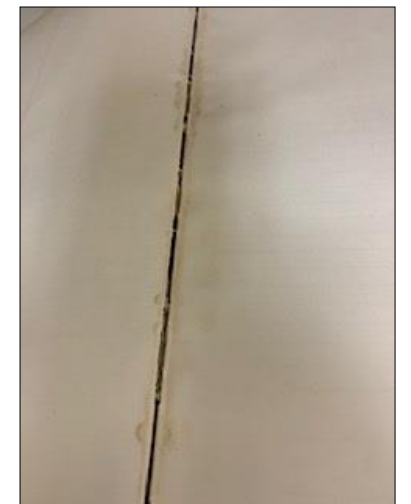
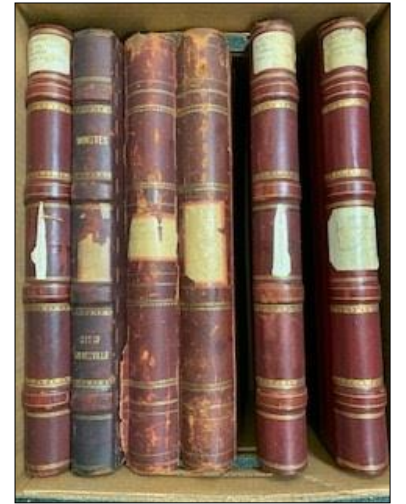
**Qualifying Fees:** The City Clerk collects qualifying fees associated with Municipal elections. A multi-copy receipt book documents the payment. The white copy and cash/check goes to finance for deposit into the Miscellaneous Revenue account. The yellow copy is given to the potential candidate and the pink copy remains in the receipt book. A journal entry is processed to transfer the funds from Miscellaneous Revenue to the Other Purchased Items Miscellaneous account.

**Fees for Copies of Records:** Payment for records request can be made in the form of cash, check or money order payable to COG. The staff member receiving the payment will use a multi-copy receipt book to document the payment. The yellow copy is given to the customer,

# Continuity

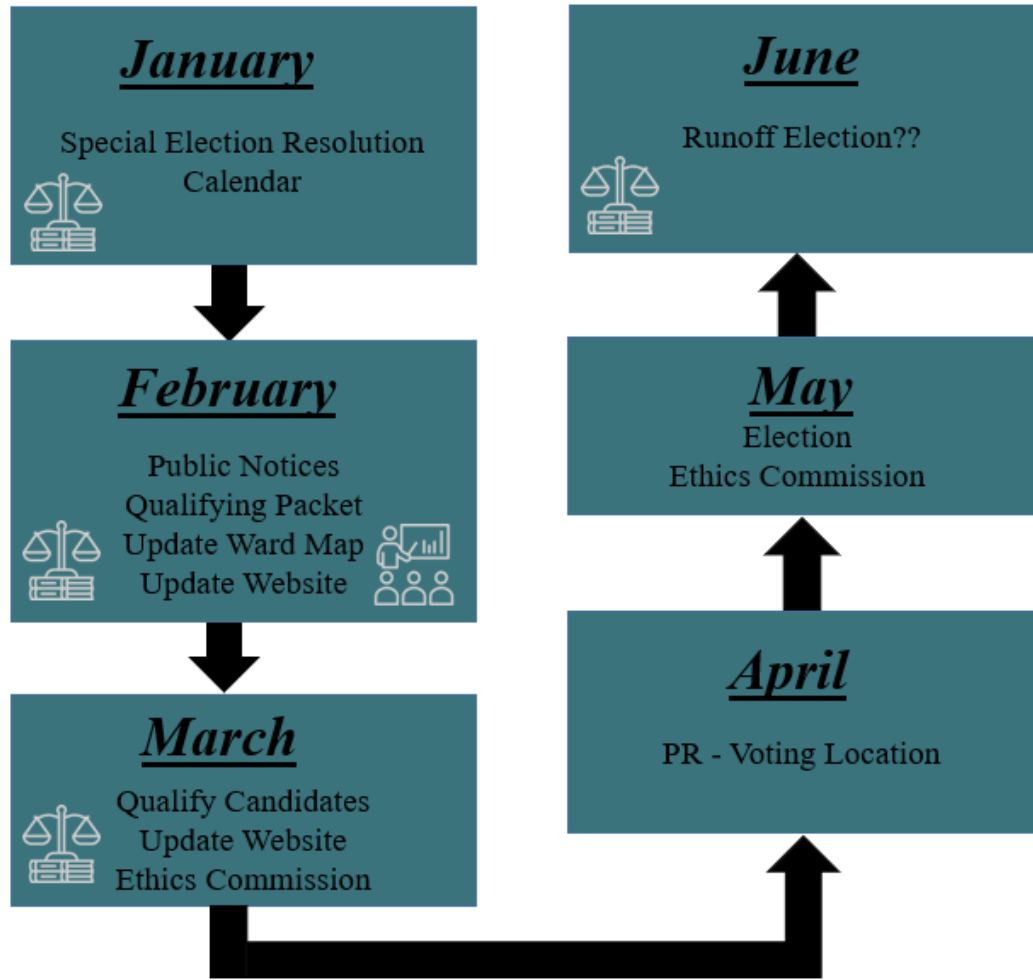
- Staffing challenges
  - PT position vacant
  - PT duties limited
- Workload challenges
  - Limited cross training

# Archives



BUDGET PRIORITY: SPIRIT OF COMMUNITY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



# Special Election

- Challenges
  - Timeline
  - Regulations/legislation
  - Voting locations
  
- Opportunities
  - First election after redistricting
  - Cross training

# INITIATIVES

---

# Contract Management

## Routine Street List Maintenance

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Zoning Ordinance #	Address (es)	Action Item	Ward	Revised Ward-Redistricting	Original Zone District	Zone District Change	Parcel #	Tax District	Updated		Tax District qPublic	Tax District GIS	Date Last Checked xx/xx/xx
									qPublic	GIS			
2023-01	<a href="#">0.35± acre at 1930 and 1942 Mountain View Road</a>	Annex	5	4	R-II		08-009-007-002 & 002A	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-02	<a href="#">0.35± acre at 1930 and 1942 Mountain View Road</a>	Zone	5	4	R-II		08-009-007-002 & 002A	County	No	?	County Dist. 01	01-County	02/13/24
2023-03	<a href="#">3.67± acre at 1010 Aviation Boulevard</a>	Annex	4	5?	H-I		00-051-002-011	County	No	No	County Dist. 01	01-County	02/13/24
2023-04	<a href="#">3.67± acre at 1010 Aviation Boulevard</a>	Zone	4	5?	H-I	HI-C	00-051-002-011	County	No	No	County Dist. 01	01-County	02/13/24
2023-05	<a href="#">219.65± acres at 2242 Gaines Mill Road, SE, 2579 and 2581 Gillville Highway, SE</a>	Rezzone	3		PUD	PUD-C	15-022C-000-010 & 15023-000-014	Gainesville	Yes	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-06	<a href="#">1.866± acre at 1200 and 1204 Marler Street</a>	Annex	3	3	H-I/O-I	H-I	00-031-005-001B	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-07	<a href="#">1.866± acre at 1200 and 1204 Marler Street</a>	Zone	3	3	H-I/O-I	H-I	00-031-005-001B	County	No	No	County Dist. 01	01-County	02/13/24
2023-08	<a href="#">0.48± acre tract at 1113 and 1117 Green Street Circle</a>	Rezzone	2		R-I	O-I-C	01-074-002-015 & 022	Gainesville	Yes	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-15	<a href="#">1.44± acre at 2041 Beverly Road</a>	Annex	2	2	O-I	O-I-C	09-124-000-07	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-16	<a href="#">1.44± acre at 2041 Beverly Road</a>	Zone	2		O-I	O-I-C	09-124-000-07	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-17	<a href="#">2.01± acre at 0 Beverly Road NE</a>	Amend Zoning Conditions	2		O-I	O-I-C	09-124-000-202	N/A	N/A	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-18	<a href="#">1.063± acres at 2835 Browns Bridge Road, SW</a>	Rezzone	4		O-I	NB-C	08-015-005-028	Gainesville	No	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-19	<a href="#">2.86± acres at 2925 Browns Bridge Road, SW</a>	Amend PUD	4		PCD	PUD-C	08-016-001-004	Gainesville	No	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-20	<a href="#">1.38± acres at 1180 Riverside Terrace NE</a>	Amend Zoning Conditions	2		R-II	R-II-C	01-075-001-016	Gainesville	No	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-22	<a href="#">1.42± acres at 805 Hospital Drive</a>	Rezzone	5		GB	PUD-C	00132 005003	Gainesville	No	No	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-23	<a href="#">50.71± acres at 2544 Monroe Drive and 1570 Athens Highway</a>	Annex	3	3		HH-C	15032 000013	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-24	<a href="#">50.71± acres at 2544 Monroe Drive and 1570 Athens Highway</a>	Zone	3			HH-C	15032 000013	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-25	<a href="#">2.031± acres at 1368 Harrison Drive</a>	Annex	3		R-II-C	R-II-C	01142 001002	Gainesville	Yes	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-26	<a href="#">2.031± acres at 1368 Harrison Drive</a>	Zone	3		R-II-C	R-II-C	01142 001002	Gainesville	Yes	Yes	Gainesville 1, Dist. 04	04-Gainesville 1	02/13/24
2023-27	<a href="#">0.397± acres at 812 Dule Street</a>	Rezzone	3			R-II	01033 002001	Gainesville	No	Yes	Gainesville MT TAD (10)	04-Gainesville-MT-TAD	02/13/24
2023-28	<a href="#">0.11± acres at 1338 Harrison Drive AKA Harrison Street</a>	Annex	3		R-II	R-II	00142 001004	County	No	Yes	County Dist. 01	01-County	02/13/24
2023-29	<a href="#">0.11± acres at 1338 Harrison Drive AKA Harrison Street</a>	Zone	3		R-II	R-II	00142 001004	County	No	Yes	County Dist. 01	01-County	02/13/24



BUDGET PRIORITY: SPIRIT OF COMMUNITY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



THANK  
YOU!

---

QUESTIONS? COMMENTS?



# CITY MANAGER'S OFFICE

---

GAINESVILLE CITY COUNCIL RETREAT  
FISCAL YEAR 2025 BUDGET PRIORITIES

# ACCOMPLISHMENTS

---



# CIVICSEND MODULE

---

Working in tandem with the Notify Me communication subscription module, CivicSend allows government entities to send multi-channel resident communications through a single point of access to notify residents of critical information quickly and efficiently.

With the ability to create an unlimited number of recipient lists, with CivicEngage Send you can:

- Choose from a variety of mobile-responsive customizable templates
- Create a single message and send it to residents via multiple channels, including email, text message, voice message, social media and web, maximizing reach, response and reaction
- Create a variety of communications – not just newsletters
- Track and measure response rates with the built-in analytics feature
- Post all sent communications to your website automatically in a single step
- Access all Government Content Management System lists in one place
- You can also select multiple lists at one time

# CIVICSEND MODULE

---

Regularly communicating community news and events with residents is key to civic engagement. By using CivicSend's e-newsletter features, you benefit from pre-designed templates, the ability to add high-quality photos, and can easily link to content on your civic website where residents can read more in-depth content.

BUDGET PRIORITY: CULTURE OF SAFETY | STRATEGIC AREA: CITYWIDE

GAINESVILLE



Create a Website Account - Manage notification subscriptions, save form progress and more.

Website Sign In



GOVERNMENT

VISITORS


COMMUNITY

SERVICES

HOW DO I...

Search...



Select Language   
Google Translate

EXPERIENCE  
CIVICSEND FOR  
YOURSELVES!

**HISTORIC GAINESVILLE SQUARE**

**CITY OF GAINESVILLE EST. 1921**

**PUBLIC INPUT MEETINGS** **THURSDAY, MARCH 14**  
**2-4 PM | 5-7 PM**  
**THE VAULT, 109 GREEN ST.**

<b>Schedule</b>	
NTP	Feb 5
Survey	1 month
Workshop	March 12-15
Schematic Design	March - May
Design Development	June- Aug
Construction Documents	Sept - Nov.
Bidding	Dec.
Construction	16 months

**BUDGET PRIORITY: SPIRIT OF COMMUNITY – ECONOMIC DEVELOPMENT – REGIONAL DESTINATION**

**STRATEGIC AREA: DOWNTOWN - CITYWIDE**



THANK  
YOU!

---

QUESTIONS? COMMENTS?